

KENTILEWING

ON TODAY'S SMARTEST FLOORS

Breath-taking new kind of golden elegance—in thrifty vinyl asbestos tile!



SO SMART... so practical. Exciting new Metallic Style in Kentile® Vinyl Asbestos Tile. Superbly elegant—yet low in cost. And—because it's made with Vinyl—it wears and wears... stays greaseproof... is marvelously easy to clean... can be used anywhere indoors. See all nine beautiful colors at your Kentile Dealer's!

SAVE MONEY! Install this floor yourself . . . it's easy! The Kentile name on every carton tells you it's genuine!

YOUR KENTILE DEALER is listed under FLOORS in the Yellow Pages. Kentile Floors are available in Vinyl Asbestos (KenFlex®), Solid Vinyl, Crystalite™ Vinyl, Rubber, Cork, and Asphalt Tile. Over 200 decorator colors. © 1959, Kentile, Inc., Brooklyn 15, N. Y.



Why trade your headache for an upset stomach?

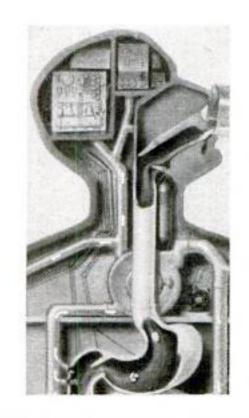


Take Bufferin® for safer, faster pain relief!

Why Risk Stomach Upset?

All 3 leading pain remedies contain aspirin. Yet aspirin by itself is acid, acetylsalicylic acid. It can make you feel queasy and sick.

So Bufferin adds to its aspirin an exclusive combination of anti-acids called Di-Alminate* that protects you against such stomach distress. And Bufferin contains no nerve-jangling, sleep-disturbing caffeine.



Get Faster Pain Relief!

Clinical tests confirm Bufferin's great speed in getting its pain reliever into the blood stream where it *must* go to relieve pain. Bufferin acts *twice as fast* as aspirin for millions . . . *even faster* for many others.

So for safe, speedy relief of headaches, muscular aches and pains, neuralgia and painful cold miseries, choose Bufferin—the *modern* pain remedy!



Another fine product of Bristol-Myers.

*Bristol-Myers' brand of aluminum glycinate and magnesium carbonate.

BUFFERIN ACTS TWICE AS FAST AS ASPIRIN FOR MILLIONS... EVEN FASTER FOR MANY OTHERS!



IN TWO HOT SPOTS IT'S 'LIFE' 2 TO O



Winner Schutzer, picture in hand, gets Washington award

LIFE's franchise is life with a small I. A major part of this franchise is the week's news. When we report it particularly well we don't expect readers to jump up and click their heels. We're satisfied to have them say, "So what, it's what we expect from LIFE." Nor do we normally yell, "Look, Ma!"

But when covering news events that can be anticipated, LIFE men are competing with photographers from other media. When our product is recognized as superior we are immodestly pleased, a feeling which we are here exposing.

Two of the hottest news areas in the world, in which hundreds of photographers operate, are Washington and New York. This year LIFE won the top news photo prizes in both of them.

Indeed our Paul Schutzer himself became the subject of a news picture (above) when President Eisenhower gave him the grand prize in the White House News Photographers' competition. Schutzer's pictures—of the Nixon riots in South America -also won first and second prize for the best spot news pictures. Shortly before, the New York Press Photographers Association award was given Ralph Morse for a photograph of the fire at the Museum of Modern Art.

On many stories a photographer has time to plan. But on a fast-breaking news story he has to rely on his quick eyes and wits. Schutzer showed his quick wit when he got his prize. The President asked what he called the picture of the attack on Nixon's car. "Help stamp out Cadillacs," replied Schutzer and brought a guffaw from the President.



Winner Morse gets New York prize from Daily News Editor Robert Shand, with prize picture. At right: Mayor Wagner



REG. U.S. PAT. OFF.

COVER

One of the rich and aristocratic private cus- tomers who find this season's European fashions very much to their taste, Princess Luciana Pignatelli, who ranks with Italy's best-dressed women, models a new creation in pink organza by Fabiani (see pp. 81–88)	
THE WEEK'S EVENTS The Affairs of State become a team operation as the department makes do without its do-it-yourself chief. Photographed for LIFE by Hank Walker	22
A Look at the World's Week	28
Ike in a sunny setting: the President makes friends with his Mexican counterpart in a stunning beach resort	30
Labor in a sunny setting: C.I.OA.F.L. leaders play and work at their convention in Puerto Rico and draw a gibe from Ike	36
For Cyprus and NATO, a big step ahead: Greeks and Turks meet in London and sign pact that promises peace and independence	4
EDITORIALS	38
Where terror reigns	
Where conscience rules	
PHOTOGRAPHIC ESSAYS	
Kuwait: the fabulous sheikdom. Flood of oil	
brings wealth and worry to sandy realm as the ominous hand of Nasserism threatens	
its independence. Photographed for LIFE	
by Joseph McKeown	56
New styles on best dressers: noted Europeans	
model own choices from current collections. Photographed for LIFE by Mark Shaw	8
A superb survivor of the virtuosos: Artur Rubin-	
stein leads a rich musical and personal life.	
Photographed for LIFE by Dmitri Kessel	-
and Pierre Boulat	90
ARTICLE	
Innocent landlubbers in a piratical fiasco: two hapless awning salesmen on a stolen	
schooner survive a terrifying trip across	
the raging Atlantic. By Evan McLeod Wylie	96
BOOKS	
Long run for society sister act: the beautiful Morgan twins look back on their amazing careers	47
MOVIES	
A fame that was all too brief: German	
actress loses big role after only two days	
in Hollywood	69
TELEVISION	
Now you don't "See It Now." Ed Murrow, TV's star and sharp critic, takes year off	75
DANCE	1.
New York says tsk tsk at African ballet attire	78
PARTY	-
A pro manager, 11, does thriving business run-	
ning birthday parties	113
OTHER DEPARTMENTS	755562
Letters to the Editors	10
Speaking of Pictures: sights through a peephole	20
Sequel: the sober retrial of a Cuban killer Miscellany: the seat of higher learning	76
	110

	commas, top to bottom by dashes.
COVER-MILTON H. GREENE	VANDERBILT AND THELMA, LADY FUR- NESS
2-ROBERT PHILLIPS-DAN FARRELL FOR	51-FROM "DOUBLE EXPOSURE" BY GLORIA
N.Y. DAILY NEWS 10—LEW BUSH FOR FLORIDA TIMES-UNION	MORGAN VANDERBILT AND THELMA.
20, 21—WADE ANDERSON	LADY FURNESS, PUBLISHED BY DAVID
25-BOT. ROBERT PHILLIPS, CUTAWAY MI-	MCKAY CO., INC. EXC. T. EUROPEAN 52—©1935 HARRY S. MILLAR COURTESY
CHAEL RAMUS	GLORIA MORGAN VANDERBILT AND
28. 29-LT. JOHN HLAVACEK FROM MAGNUM:	THELMA, LADY FURNESS-PETER
CEN. FRANCIS ROUTT @ THE WASHING-	STACKPOLE
TON EVENING STAR, 1959-ARTHUR ZINN	56-MAP BY TONY SODARO
FROM TOPIX, GREY VILLET; RT. ATTUA-	65, 66-PARIS-MATCH
LITA GIORDANI-HOWARD STAPLES	69-DON ORNITZ FROM GLOBE
30-PAUL SCHUTZER EXC. BOT. LT. A.P.	70-WILLIAM READ WOODFIELD FROM GLOBE
31, 32-RALPH CRANE	72-JOHN BRYSON
35-PAUL SCHUTZER	75-LT., ALFRED EISENSTAEDT; T. RT. CBS-
36, 37—EDWARD CLARK	TV-RT. CEN. ELLIOTT ERWITT FROM
41-MARK KAUFFMAN EXC. MAP BY TONY	MAGNUM
SODARO 42—U.P.I.—LONDON DAILY EXPRESS—BRIAN	76—GEORGE SKADDING EXC. T. ANDREW ST. GEORGE
SEED SEED	78—RALPH MORSE
44—LARRY BURROWS	96. 97-ILLUSTRATION BY MICHAEL RAMUS
47-YALE JOEL-PETER STACKPOLE	98-ILLUSTRATION BY MICHAEL RAMUS-
48-COURTESY GLORIA MORGAN VANDERBILT	STAN WAYMAN, N.Y. DAILY NEWS, STAN
AND THELMA, LADY FURNESS- FROM	WAYMAN
CONTRACTOR OF THE CHAPTER OF CLARITY HAR	INT TURBURN THE HILLIAM BUT ON MICHAEL

CO., INC .- COURTESY GLORIA MORGAN 116-ROBERT RUBIN ABBREVIATIONS: BOT., BOTTOM; ©, COPYRIGHT; CEN., CENTER; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP: A.P., ASSOCIATED PRESS: EUROPEAN, EUROPEAN PICTURE SERVICE; KEYSTONE PRESS AGENCY; U.P.I., UNITED PRESS INTERNATIONAL. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPUBLICATION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.

"DOUBLE EXPOSURE" BY GLORIA MOR-

GAN VANDERBILT AND THELMA, LADY

FURNESS PUBLISHED BY DAVID MCKAY

113, 114-PETER STACKPOLE

101 THROUGH 108-ILLUSTRATIONS BY MICHAEL

LIFE IS PUBLISHED WEEKLY BY TIME INC., 14) N. MICHIGAN AVE., CHICAGO 11. ILL. PRINTED IN U. S. A. SECOND CLASS POSTAGE PAID AT CHICAGO, ILLINOIS AND AT ADDI-TIONAL MAILING OFFICES, AUTHORIZED BY POSTOFFICE DEPARTMENT, OTTAWA, CANADA, AS SECOND CLASS MATTER, SUBSCRIPTIONS 17.75 A YEAR IN U. S. A. AND CANADA.

President..... Roy E. Larsen

> MANAGING EDITOR Edward K. Thompson ASSISTANT MANAGING EDITORS Philip H. Wootton Jr. George P. Hunt Edward O. Cerf

John K. Jessup.... Chief Editorial Writer Charles Tudor......ART DIRECTOR SENIOR EDITORS: Donald Bermingham, Gene Farmer, Ralph Graves, William Gray, Kenneth MacLeish, Hugh Moffett, Tom Prideaux, Sam

STAFF WRITERS: Herbert Brean, Roger Butterfield, Robert Coughlan, Frank Gibney, Paul O'Neil, John Osborne, Loudon Wainwright, Robert Wallace.

PHOTOGRAPHIC STAFF: Margaret Bourke-White, James Burke, Edward Clark, Ralph Crane, Loomis Dean, John Dominis, Alfred Ei-senstaedt, Eliot Elisofon, J. R. Eyerman, N. R. senstaedt, Eliot Elisofon, J. R. Eyerman, N. R. Farbman, Andreas Feininger, Albert Fenn, Fritz Goro, Allan Grant, Yale Joel, Mark Kauffman, Robert W. Kelley, Dmitri Kessel, Nina Leen, Thomas McAvoy, Leonard McCombe, Francis Miller, Ralph Morse, Carl Mydans, Gordon Parks, Michael Rougier, Walter Sanders, Frank J. Scherschel, Joe Scherschel, Paul Schutzer, George Silk, Howard Sochurek, Peter Stackpole, Grey Villet, Hank Walker, Stan Wayman, James Whitmore. James Whitmore.
Assistant Picture Editors: Frank Campion

Lee Eitingon. FILM EDITORS: Margaret Sargent, Nancy

Bragdon, Barbara Brewster. ASSOCIATE EDITORS: Oliver Allen, John Dille, Mary Hamman, Enno Hobbing, Edward Kern, Sally Kirkland, Mary Leatherbee, David Scher-man, Marshall Smith, John Thorne, Keith Wheeler, A. B. C. Whipple, Warren Young.

ASSISTANT EDITORS: Robert Ajemian, David Bergamini, Earl Brown, Mathilde Camacho, Charles Champlin, Robert Drew, Terry Drucker, Timothy Foote, Nancy Genet, Eleanor Graves, Muriel Hall, Monica Horne, Patricia Hunt, Jerry Korn, Philip Kunhardt, Jeanne Le Monnier, James Lipscomb, Paul Mandel, Richard Meryman, Jack Newcombe, Joseph Roddy, Albert Rosenfeld, Irene Saint, Dorothy Seiberling, John Stanton, Valerie Vondermuhll.

REPORTERS: Virginia Addison, Linda Asher, Elizabeth Baker, Mary Elizabeth Barber, Mar-garet Bassett, Laura Bell, Richard Billings, Patricia Blake, Margery Byers, Mary Cadwalader, tricia Blake, Margery Byers, Mary Cadwalader, Gail Cameron, Jeanne Campbell, Sharon Corsiglia, Vivian Campbell, Barbara Cummiskey, James Delay, Jeanne Dempsey, Josephine Dexter, Beatrice Dobie, Laura Ecker, Charles Elliott, Diana Fetter, Jack Fincher, Tom Flaherty, Joan Gibson, Frances Glennon, Judson Gooding, Kenneth Gouldthorpe, Gerry Gruen, Kathleen Hampton, Terry Harnan, Alicia Hills, Judith Holden, Grayce Horan, Alix Kerr, Nancy King, Richard Lewis, Harvey Loomis, John MacDonald, David Martin, George McCue, Joann Mcald, David Martin, George McCue, Joann Mc-Quiston, Loretta Nelson, Clara Nicolai, Sheila Osmundsen, William Pain, Betty Patterson, Maya Pines, John Porter, Stanley Price, Henriette Roosenburg, Louise Samuels, Diane Sawyer, Kathleen Shortall, Ruth Silva, Charlotte Smith, Marion Steinmann, Jean Strong, Lucy Thomas, Martha Turner, Terry Turner, Alison Wehren, Marilyn Wellemeyer, Thomas Wheeler, Margaret Williams.

COPY READERS: Helen Deuell (Chief), Dorothy Illson, Barbara Fuller, Virginia Sadler, Mar-guerite Scheips, Suzanne Seixas, Rachel Tuck-

LAYOUT: Bernard Quint, David Stech (Associate Art Directors), Margit Varga, Robert Young (Assistant Art Directors), William Gallagher, Hilde Adelsberger, Matt Greens, Earle Kersh, Albert Ketchum, Anthony Sodaro, Richard Valdati, John Woods.

PICTURE BUREAU: Natalie Kosek (Chief), Mary Carr, Betty Doyle, Margaret Goldsmith, Ruth Lester, Maude Milar.

PHOTOGRAPHIC LABORATORY: William J. Sumits (Chief), George Karas.

PICTURE LIBRARY: Alma Eggleston (Chief),

Doris O'Neil, Alberta Kreh.

Doris O'Neil, Alberta Kreh.

U.S. & CANADIAN NEWS SERVICE: James Shepley (Chief), Tom Carmichael, Richard Clurman, Helen Fennell, Marshall Lumsden, Charles Osborne—Washington: John L. Steele, Donald Wilson, W. K. Goolrick, Patsy Parkin, Norman Ritter, Don Schanche; Chicago: Roy Rowan, Henry Suydam, Jane Estes, John McDermott, Russell Sackett, Don Underwood; Los Angeles: Frank McCulloch, John Jenkisson, Shana Alexander, Peter Bunzel, James Goode, Art Seidenbaum, Davis Thomas, David Zeitlin; Atlanta: Harry Johnston, Richard Stolley, Robert Mason; Boston: Murray Gart, Paul Welch; Dallas: Thomas Martin, Jane Scholl; Denver: Barron Beshoar, Bayard Hooper; Detroit: Marshall Berges, Richard Anthony; Miami: William Shelton; San Francisco: Richard Pollard, William Trombley; Seattle: William Jarvis; Anchorage: William SEATTLE: Wilbur Jarvis; Anchorage: William Smith; Ottawa: Arthur White, Oliver Clausen; Montreal: Harrison Lilly; Toronto: Kenneth Froslid; Calgary: Ed Ogle.

FOREIGN NEWS SERVICE: Emmet John Hughes (Chief), John Boyle, George Caturani, Florence McNeil—London: Robert Manning, Norman Ross, Anne Angus, Ruth Lynam, Robert Morse; Paris: Frank White, Milton Orshefsky, Will Lang, Gabrielle Smith, David Snell; Bonn: John Mecklin, John Mulliken; Vienna: Dwight Martin: Rome: Walter Guzzardi Ir. Dora Jane Martin: Rome: Walter Guzzardi Jr., Dora Jane Hamblin; RABAT: Stanley Karnow; JOHANNES-BURG: Curtis Prendergast; Athens: Donald Burke; Beirut: William McHale; New Delhi: Donald S. Connery; Hong Kong: James Bell, Scot Leavitt; Tokyo: Alexander Campbell; Mexico City: Richard Oulahan Jr.; Panama: Bruce Henderson; Rio de Janeiro: George de Carvalho; Buenos Aires: Piero Saporiti; Lima: Lee Hall.

PUBLISHER Andrew Heiskell General Manager, Robert T. Elson ADVERTISING DIRECTOR. Clay Buckhout



Born yesterday...

with a financial head start on tomorrow!

Now a single policy insures the entire family—
even covers new babies automatically 15 days after they're born—then pays Dad an endowment at 65!

Important addition to any family's security is New York Life's new Family Endowment Plan. Just one policy, one low premium monthly, insures Dad, Mother and children—automatically includes new babies 15 days after they arrive. Then when Dad reaches age 65 and insurance protection ends, the policy pays him its *full face amount* in cash! Or he can choose a regular monthly income for life! So give the whole family a financial jump on tomorrow by asking your New York Life agent about the Family Endowment Plan today. Or write New York Life Insurance Company, Dept. L-44, 51 Madison Avenue, New York 10, N. Y. (In Canada: 320 Bay Street, Toronto, Ontario)

The New York Life Agent in Your Community is a Good Man to Know

New York Life Insurance Company



Life Insurance • Group Insurance • Annuities • Accident & Sickness Insurance • Pension Plans

"Land Sakes, child...
"Land Sakes, child...
this is the best turkey
this is the best turkey
l've ever tasted!"

...YOU BET IT IS! Because modern growing methods put better-tasting turkey on the table any day you want it.

No wonder Grandma likes today's turkey meat—it's a lot better than it used to be. Today's turkey is tastier, juicier and more tender, with plenty of dark and light meat for everybody. And all this mouth-watering goodness is no accident. Modern turkeys are grown better to taste better. They're bred and fed so as to tickle your taste. They come from the finest breeding stock, are scientifically cared for all the way from baby "poult" to market—by growers who put science to work in their flocks. All of which means better eating. And that's why today's family enjoys delicious turkey many times a year, not just on Thanksgiving or Christmas.

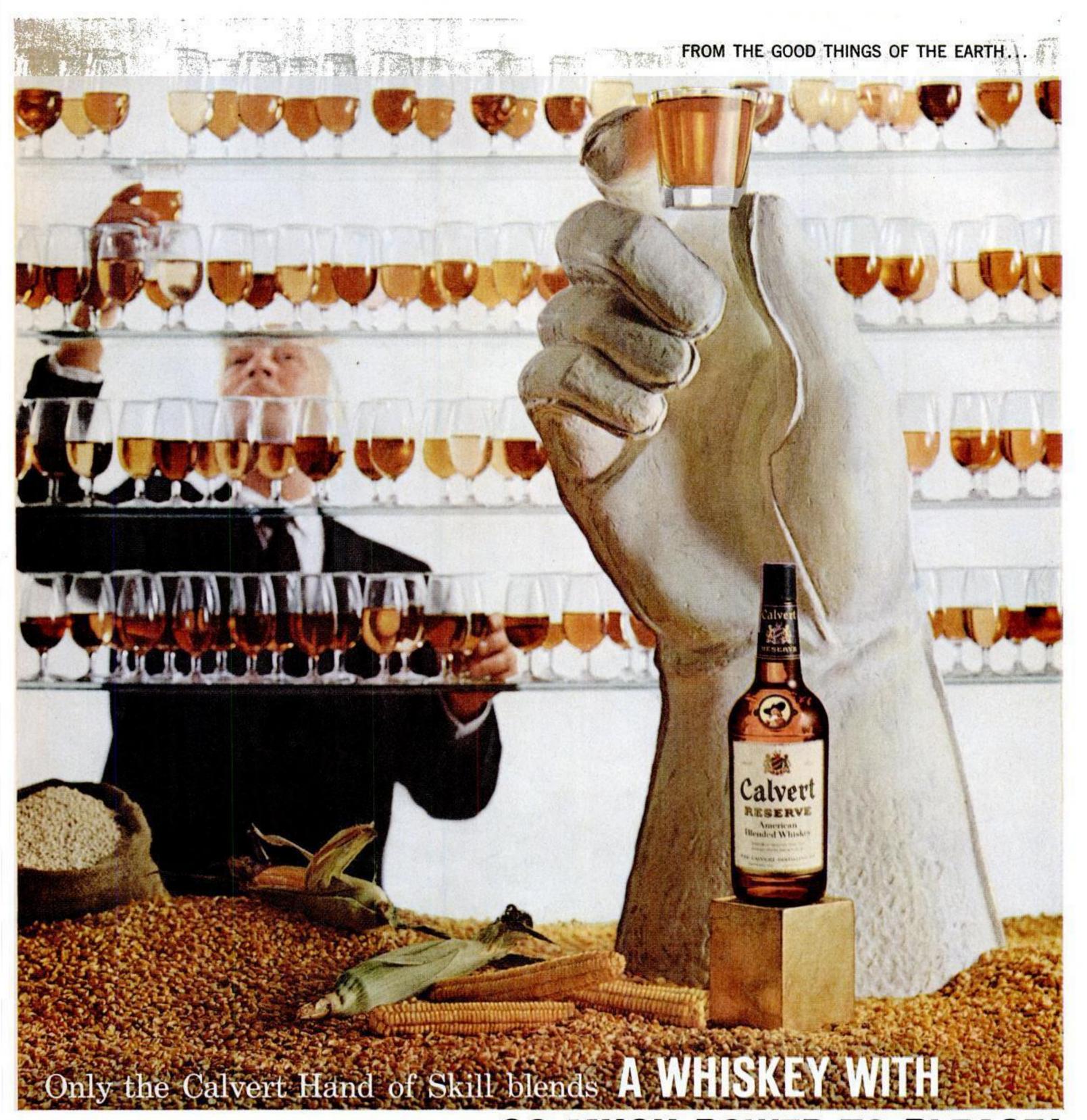
EASIER TO BUY, TOO. Thanks to modern marketing methods, turkey is now available almost anywhere. It is packaged in a quality-protecting transparent wrapper and kept ice-cold to protect its natural flavor. The turkeys you buy are plumper and meatier. There's less waste to them. And you can get large birds, small ones or even halves-turkey "tailored" to family size at a price to fit your budget.



Photo courtesy National Turkey Federation

DELICIOUS ROAST TURKEY . BETTER THAN EVER . THANKS TO POULTRY SCIENCE





SO MUCH POWER TO PLEASE!

A SINGLE WHISKEY, FINE AS IT MAY BE, CANNOT GIVE YOU THE TOTAL SATISFACTION OF THE CALVERT BLEND. That's why the Hand of Skill combines many superb whiskeys to make Calvert. Some have delicate flavor. Some taste bright and vigorous. Others would be famous for aroma alone. As many as thirty individual whiskeys give their strength and character

to Calvert Reserve. And as the making of the Calvert masterpiece continues, rare grain neutral spirits are blended in. They are the very heart of the grain, distilled at the most refined proof known to the whiskey man. The gift they bring is smoothness. The result is a unique blend of full whiskey strength and easy-going taste. Calvert Reserve! No other whiskey has so much power to please.

Calvert Reserve clear heads agree it's better

BLENDED WHISKEY · FULL 86 PROOF · 65% GRAIN NEUTRAL SPIRITS • @1959 CALVERT DIST. CO., N.Y.C.



...who'd ever think Hellmann's Mayonnaise could be so sauce-y!

Gradually add ¼ cup milk to ½ cup Hellmann's® Real Mayonnaise. Add ½ cup ketchup and 1 teaspoon lemon juice, ½ tsp. salt. Cook over low heat, just 3 minutes. Stir constantly. Whole-egg Hellmann's makes this perfect on macaroni, rice and egg dishes, too. Serve it hot and delicious! THIS IS THE PLACE FOR HELLMANN'S

EASY WHITE SAUCE! Gradually add ½ cup milk to ½ cup Hellmann's Real Mayonnaise. Season with salt, pepper. Cook over low heat, just 3 minutes, stirring constantly. Use this versatile basic sauce any place you'd use a white sauce. Hellmann's makes it smooth —you'll make it often, because it's quick!

THIS IS THE PLACE FOR HELLMANN'S

LEMON-Y SAUCE! Combine juice of ½ lemon with 2 tbsp. water or fish stock. Blend with ½ cup Hellmann's Real Mayonnaise, salt, pepper. Cook over low heat, just 3 minutes. Stir constantly. Go-with-everything Hellmann's makes this sauce combine well with vegetables, fish or meats. Makes you a sauce wizard!

THIS IS THE PLACE FOR HELLMANN'S





The new **Norelco** Speedshaver with rotary blades shaves with a stroke you can hardly feel...no nicks, no pull, no pinches

You'll know the reason for this new Norelco's instant success as soon as you touch the Speedshaver to your face.

Other electric shavers work this way: Blades move back-and-forth. Stop and start. This often pinches and pulls.

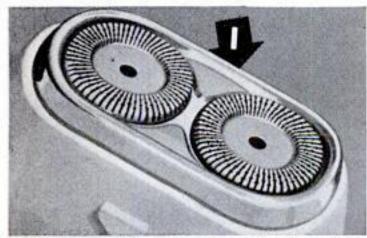
Norelco works this way: (12 razor-keen rotary blades

whirl swiftly around underneath skin-guards that never move.

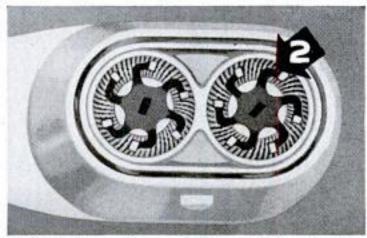
Automatically adjusts to any beard with a stroke so velvetsmooth you hardly know you're shaving.

Try the new Norelco Speedshaver soon. Complete with new deluxe travel case, an ideal gift. AC/DC. \$24.95.

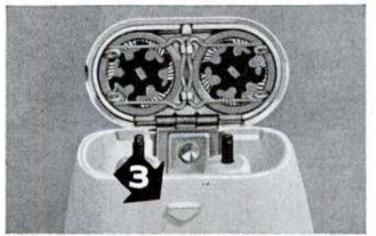
4 reasons why Norelco is now the world's largest-selling electric shaver:



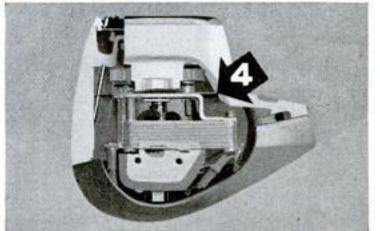
1. All-day closeness: exclusive skinsmoother rim stands whiskers erect for clean, longer-lasting shaves.



2. "Stroke of genius": self-sharpening rotary blades, beneath motionless skinguards, stroke off beard—no pinch or pull.



3. Exclusive push-button cleaning: Fliptop head springs open at touch of button to empty out "whisker dust." So simple!

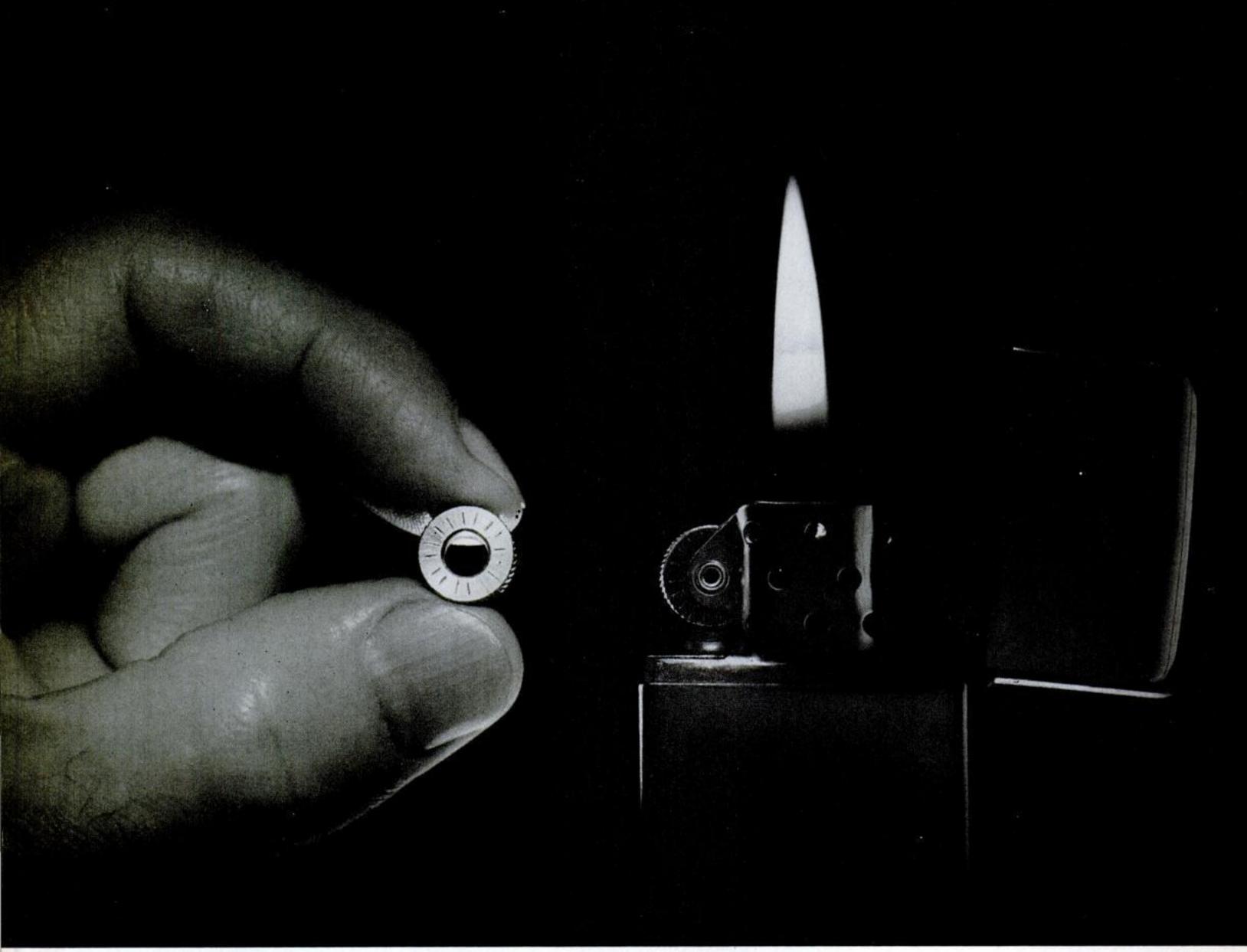


4. Precision engineering: Rugged brush motor never needs oiling. Runs cool, quiet! Guaranteed world-wide service.

For feminine grooming, the new Lady Norelco deluxe double-header, \$24.95 • Norelco Golden Debutante, \$14.95. Both AC/DC

NORELCO is known as Philishave in Canada and throughout the rest of the free world. North American Philips Company, Inc., 100 East 42nd Street, New York 17, N.Y.

Other products: Radios, Radio-Phonographs, Tape Recorders, Dictating Machines, Medical X-ray Equipment, Electronic Tubes and Devices.



THE ZIPPO MAN BELIEVES THAT A LIGHTER IS ONLY AS GOOD AS ITS STRIKING WHEEL. READ WHY HE SPENT A FORTUNE TO PERFECT HIS WHEEL

WHY THE ZIPPO MAN SPENT \$300,000 ON THIS TINY WHEEL

In the Spring of 1946, the Zippo man made a sad discovery. Some of the striking wheels in his Zippo lighters were not as good as he had been led to believe.

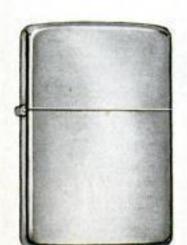
Sure, there were plenty of good wheels, but some poor ones had crept in, too. They would not give the kind of year-in, year-out service that he demands of every part in a Zippo.

So in spite of booming business, he called a halt. Nobody was laid off. He just wouldn't ship any more lighters. The Zippo man began his search for the finest striking wheel in the world.

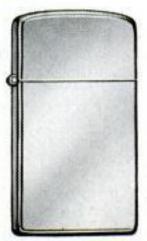
Experiments were made with every kind of steel he could lay his hands on. He had thousands of wheels made. But, perfectionist that he is, the Zippo man still wasn't satisfied. He

talked to some of the world's great metallurgists. Then with his own craftsmen, and a bit of luck, he developed a striking wheel that makes your Zippo a lifetime companion.

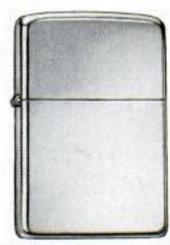
This is one important reason why the Zippo man is able to offer you his incredible guarantee. No matter how old it is or what its condition, if a Zippo ever fails to work, he'll fix it free!



Regular Zippo. Made Zippo famous. Brushfinish chrome. \$3.50



New Zippo Slim-Lighter. Same dependable action, polished chrome. \$4.75



ly polished durable chrome finish. \$4.75



De Luxe Zippo. High- Gold-filled Zippo. 10kt. gold fused to case, not plated. \$20.00*



Engine-turned Zippo. Smart new design in polished chrome. \$5.75



New Zippo Slim-Lighter. Ribbon design, gleaming chrome finish. \$6.00



If you don't see Zippo on the bottom of the lighter, it's not a genuine Zippo.



The true old-style Kentucky bourbon always smoother because it's slow-distilled

There are less expensive ways to make bourbon whiskies—but they will never give you the smoothness you get in Early Times. The extra care and attention of slow distilling ...the patient willingness to take more than twice as long...this is the old-style way, the smoothing way to make whisky. Ask for Early Times—the whisky that made Kentucky whiskies famous. This is the smoother bourbon you'll ask for again.



D ETDC 1986

KENTUCKY STRAIGHT BOURBON WHISKY . 86 PROOF . EARLY TIMES DISTILLERY COMPANY, LOUISVILLE 1, KENTUCKY

Buy em by the pair-SAVE 40¢



To prove to you the unique advantages

of PRO Tooth Brushes, we're making this

special money-saving offer: Two 69¢ PRO

Tooth Brushes—regular price \$1.38—

yours for only 98¢ while supplies last.

You save 40¢! All PRO 69¢ Brushes are

designed for modern, effective dental care

—made with finest, long-wearing nylon bristles.

"Stockpile" PRO Tooth Brushes for

all the family while this special offer lasts!

PRO-PHY-LAC-TIC BRUSH COMPANY, FLORENCE, MASS.

LETTERS TO THE EDITORS

EDITORIAL

Sirs:

Your editorial, "The Cost of Easy Options" (Life, Feb. 9), was among the best Life has produced. It is significant that in a time when we so easily shift responsibility and criticism on "government," "the State Department" or "the Army" you stress again the importance of our own attitudes as individuals.

LEON PHILLIPS

Philadelphia, Pa.

Sirs:

I feel some exciting and wonderful stirrings in the air.

An increasing number of parents think children can be challenged to bigger and better things. Moral support is going out to our teachers to encourage them in their efforts. There is talk and writing about the pursuit of excellence.

Then LIFE joins with Adlai Stevenson editorially to plead for a responsible national conscience and against the choice of the easy option.

There is still hope that we might earn again the right to claim the heritage of our fathers and to deserve our liberties.

MARGARET SCHAMBERG Los Angeles, Calif.

Sirs:

It seems disturbing that the editors of LIFE so easily concur in the current sentiments of doom, selfdepreciation and lack of confidence as expressed by Adlai Stevenson.

LESTER M. EISNER

New York, N.Y.

Sirs:

While reading your timely editorial, I thought of these lines spoken by the drugged sailors in Tennyson's *The* Lotos-Eaters:

Let us alone. What pleasure can we have To war with evil?

Apparently this is the attitude of the majority of Americans today. JAMES R. PRICE

Newport, Va.

Sirs:

Your editorial is especially appreciated by those who consider righteousness, justice and liberty to be greater virtues than security, peace, or even survival.

If we sacrifice righteousness or justice, if we pass by on the other side (as we did in the case of wounded

Please address all correspondence concerning LIFE's editorial and advertising contents to: LIFE, 9 Rockefeller Plaza, New York 20, N.Y.

Subscription Service: J. Edward King, Genl. Mgr. Mail subscription orders, correspondence and instructions for change of address to:

LIFE SUBSCRIPTION SERVICE 540 N. Michigan Avenue Chicago 11, Illinois

Change of Address: Send old address (exactly as imprinted on mailing label of your copy of LIFE) and new address (with zone number if any)—allow three weeks for change-over.

Time Inc. also publishes Time, Fortune, Sports Illustrated, Architectural Forum and House & Home. Chairman, Maurice T. Moore; President, Roy E. Larsen; Executive Vice President for Publishing, Howard Black; Executive Vice President and Treasurer, Charles L. Stillman; Vice President and Secretary, D. W. Brumbaugh; Vice Presidents, Edgar R. Baker, Bernard Barnes, Clay Buckhout, Arnold W. Carlson, Allen Grover, Andrew Heiskell, C. D. Jackson, J. Edward King, James A. Linen, Ralph D. Paine, Jr., P. I. Prentice, Weston C. Pullen, Jr.; Comptroller and Assistant Secretary, John F. Harvey.

Hungary), if we practice expediency (as we do with Franco, Tito, Khrushchev and other dictators) because we want to survive, we will end with neither peace nor security.

EDWARD H. JOLING

Kalamazoo, Mich.

AWAKE FOR WEEK

Sirs:

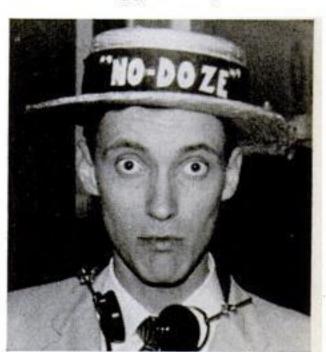
It was stated that after 201 hours and 10 minutes, Tripp set a world's record for sleeplessness ("Awake for Over a Week," Life, Feb. 9). Just for the record, Dave Hunter of WZRO, Jacksonville Beach, lasted 225 hours. . . . That's a full day longer than Tripp.

Your story also made it sound as though other deejays were trying to cash in on an idea that was dreamed up by Tripp. On the contrary, Hunter set the world's record of 187 hours here in Ocala only last August. Tripp was challenging that record.

JACK COWDEN

Ocala, Florida

• Hunter's claim of a record was discounted because, unlike Tripp who was under "continuous scrutiny," he was allowed short periods alone. Without realizing it, he could then have napped briefly.—ED.



DAVE "NO-DOZE" HUNTER

SEGREGATIONIST SURRENDER

Sirs:

I read your article, "Segregationist Surrender" (LIFE, Feb. 9), and
believe that the title was unjust. I
believe in integration and was happy
to hear that Virginia, one of the leading states of the South, gave way to
the Supreme Court's ruling. But I
feel that this particular article seems
to suggest that the North has won
again and the South must now ask
for forgiveness. Let the North help,
not condemn, the South by having
an open mind toward the South's
many problems.

CLARENCE W. DUFFIELD Fresno, Calif.

Sirs:

I pay tribute to Virginia's Governor Almond for his fight that commanded the respect of anyone who felt he was fighting for a just cause.

When the cause was lost he very humbly and with contrition admitted to his defeat—the mark of a man.

What a difference between Governor Almond and the clown in Little Rock.

C. ROLAND HAY

Sirs:

Covington, Ky.

I don't know whether many other Americans feel as I do but Virginia as

CONTINUED



Serving as a panel of flowering color in a comfortably formal library . . . BEVERLY, a handsome new ready-made drapery of no-iron Fiberglas, picks up and echoes the room's rich color scheme.



TOURELLE, a new no-iron Fiberglas Toile print covers wall . . . decorates window to create a spring pastoral scene in living room. Custom cafe curtains are Fiberglas CRYSTALLINE.



A sense of spaciousness is achieved by this treatment of SPRAY . . . a graceful new Fiberglas printed drapery fabric. VERTICAL LACE Fiberglas casement floods room with light.



William Pahlmann, A. I. D., President of the Resources Council of the American Institute of Decorators, designed these distinguished window arrangements using Fiberglas fabrics. Write Fiberglas for Mr. Pahlmann's decorating hints.

SPRING'S NEW LOOK OF FASHION... FIBERGLAS FABRICS PROVED WASHABLE AND NO-IRON

Magnificent new spring windows . . . with a year-round fashion outlook . . . begin with Fiberglas* fabrics. And they save all dry-cleaning costs. Only Fiberglas drapery fabrics have proved themselves perfectly washable, over and over again. Rehang them damp; they dry wrinkle-free with all their original richness of color and texture. See the new trend-setting Fiberglas fabrics (all fire-safe) at fine stores everywhere . . . or ask your decorator. Owens-Corning Fiberglas Corporation, Department 10C-2, 598 Madison Avenue, New York 22, New York.



makes the fibers, not the fabrics

*T.M. (Reg. U.S. Pat. Off.) O-C.F. Corp-



LETTERS TO THE EDITORS CONTINUED

a state and Virginians as people are rated tops in my book from now on.

Every American, black or white, should be proud of Virginia's history but this was surely her finest hour.

BETH WIZELMAN

Towanda, Pa.

SELLERS OF SUNSHINE

Sirs:

Even though I am a Californian, I enjoyed your article on Florida and the Mackle Brothers ("Big Sellers of Sunshine," LIFE, Feb. 9).

EDWIN C. HANSEN

Fresno, Calif.

Sirs:

The picture of the signpost on the corner of Easy Street strikes a responsive chord here.

With no typhoons or crocodiles to worry about, life in Arizona can be even more relaxed than in Florida. Here, in the new community of Carefree, refugees from cold and care can live on the corner of Ho-Hum and Easy streets, near Lucky Lane and Carefree Drive.

K. T. PALMER

Scottsdale, Ariz.

LIFE'S COVER

Sirs:

In times of international and spatial tension, cold wars and higher taxes, nothing could be more comforting than the adorable cover of the saucy MacLaines (LIFE, Feb. 9). Thanks for sharing this with the public.

CRIS KAUFMAN

Buffalo, N.Y.

Sirs:

To think there are two such delightful persons in one family!

ELLEN BORDEN

Corpus Christi, Texas

Sirs:

What a pleasure it was to have those two faces looking from the mail box!

JEAN M. OSTRANDER

San Angelo, Texas

LINCOLN'S NEIGHBORS

Sirs:

I was delighted to read the article on Lincoln's neighbors in Springfield ("Lincoln's Neighbors: A Dramatic Find," LIFE, Feb. 9) but disappointed that Mrs. Kunhardt did not have any pictures of Allen Francis, my great-

LIFE 540 N. Michigan Ave., Chicago 11, III.



Please send ONE YEAR OF LIFE \$7.75 (in continental U.S., Hawaii, Puerto Rico, Virgin Islands, and Canada).

(1 year at the single copy price would cost you \$13.00)

to

TO SPEED DELIVERY OF LIFE-and all your mail-please be sure to include your zone number in your address. The mail you send will get there faster, too, if the address carries a zone number.

L-3409

grandfather, and his brother Simeon.

Simeon and Allen Francis were Connecticut Yankees who founded the Sangamo Journal, a Whig paper, in 1831. They were Lincoln's friends almost from the inception of the newspaper. Lincoln's first published article appeared in the Journal.

When Lincoln had ambitions to enter public life, the Francises encouraged him, and after hearing him speak, Allen Francis said, "Abe, that's a pretty good speech for a rail-splitter; you could be President of the U.S. and I mean to work for you."

ALMINA EDGAR NAGEL

Staten Island, N.Y.



ALLEN FRANCIS

Sirs:

Congratulations on the excellent Lincoln article. But of course it was just keeping the tradition of always presenting outstanding Lincoln articles for which we Lincolnian collectors are ever grateful.

GARY ROBERT PLANCK

Pekin, Ill.

Sirs:

The article did not mention that Abraham Lincoln and Mary Todd were married by the Rev. Charles Dresser. This fact is of interest because the Rev. Charles Dresser was the maternal great-grandfather of Air Force Chief of Staff, General Thomas Dresser White, referred to in the article, "Johnson Wants to Know," in the same issue.

JOHN L. CHESEBROUGH

Baltimore, Md.

BLIND ENEMIES

Sirs:

The insight into human nature and sympathetic treatment of the characters in Robert Wallace's article, "Violence in a World of Darkness" (LIFE, Feb. 9), places it on a plane high above the usual human interest story. It is written with the imagination of an excellent short story and yet the truth of the facts forces the reader to think hard about the clichés on blind justice.

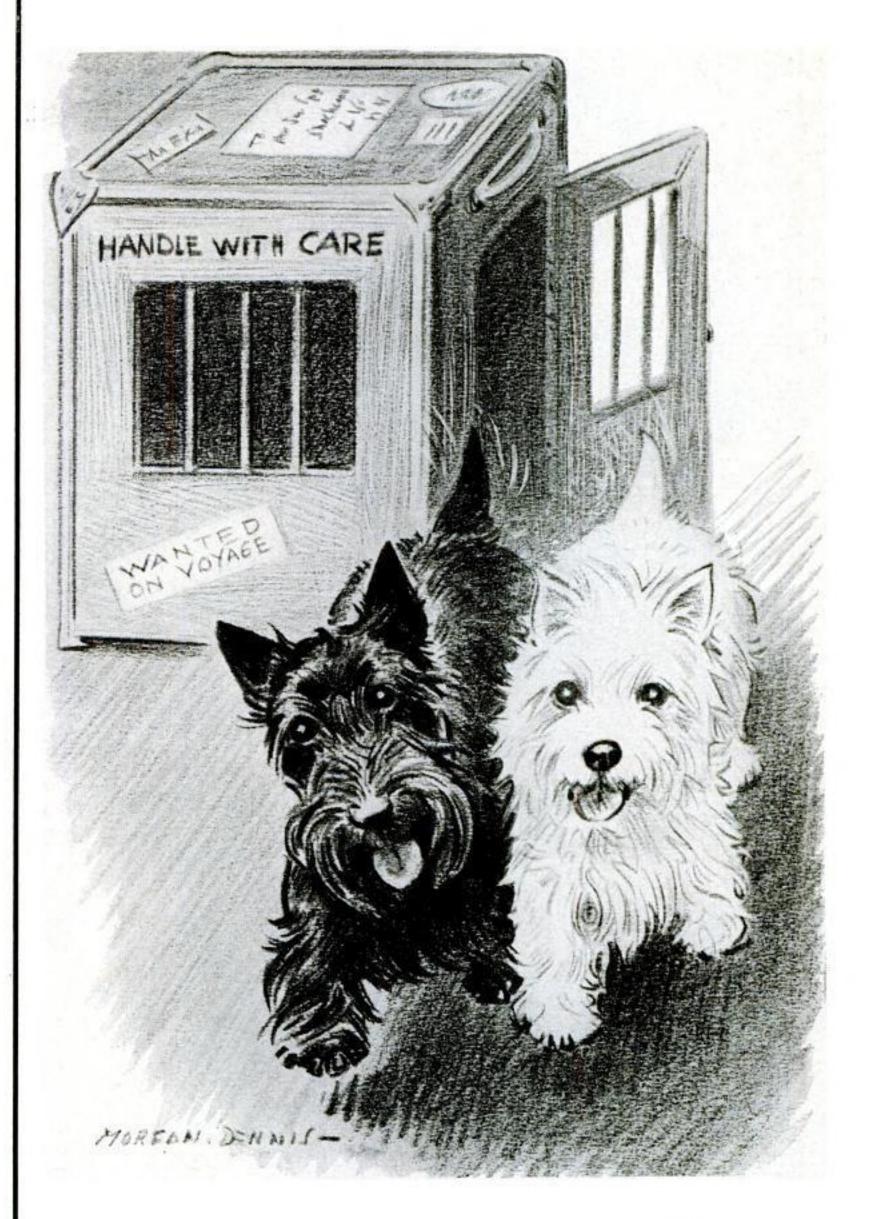
MICHAEL PERLSTEIN

Ann Arbor, Mich.

Sirs:

All hats off to LIFE and Robert Wallace for a stirring article. All of us who read and are sociologists at heart should be moved to a far better understanding of the drastic resolutions of some of our social situations.

MRS. LAWRENCE W. JONES Wayland, Mass.



Perfect Companionship!

Wherever you go you will always find Black & White provides perfect companionship! It's the Scotch Whisky with quality and character that never change.



ACK & WHITE

ADED SCOTCH WHISAT

The Scotch with Character

BLENDED SCOTCH WHISKY 86.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, N. Y. . SOLE DISTRIBUTORS



Luxurious wool coats to wear Spring through Fall -boucle plaids and tweeds in new Paris-inspired styles, magnificently tailored with hand-piped buttonholes ... lined in rich 100-denier- 2295 rayon crepe. Misses' sizes.

SAVE THE LOW OVERHEAD WAY!

New rib-knit wool tulip-tapered suits with a petal of a collar caressing your throat...tapering down to a hip-level boxy jacket, a stem-slim skirt. Completely rayon taffeta lined. Choose from an exciting 1/195 array of luscious colors. Misses' sizes.

SAVE THE LOW OVERHEAD WAY!

Famous Westerfield all-wool flannel suits, You'll call it the greatest suit value in America! You get top-flight tailoring, most wanted styling features... in the newest shades and patterns! Come in...see the all new Westerfield...now!

His coat of imported English tweed......26.95

FREE ALTERATIONS INCLUDED



Robert Hall Terrific Easter Savings

STARTS TODAY IN 281 FAMILY CLOTHING CENTERS FROM

This week Robert Hall opens 8 new clothing centers with a gigantic savings spree!

FAMOUS "TERESA" COTTON BROADCLOTH **BLOUSES.** Exciting new styles with dressy trims and details...in our own fine "Teresa" combed cotton broadcloth! White, Spring pastels. Sizes 32-38. 189

COLORFUL COMBED COTTON BROADCLOTH SKIRTS. Color-bright, suds-loving skirts as welcome to Spring as the first robin! Full pleat-filled styles with belts! 389 Prints and solids. Sizes 22-30.

LADIES' FABULOUS SPRING FASHION DRESSES. Breath-taking array of new styles...with exciting fashion ideas expressed in fabrics and colors. Juniors', misses' and half-sizes.

GIRLS' WASHABLE NEW STYLE SPRING DRESSES. Choose from assorted nylons, rayons and cotton fabrics in sweep skirts, 2-pc. and petticoat styles. Dainty lace 389 and embroidery trims. Sizes 3-6x Sizes 7-14



Slim-styled luxurious all-wool sports coats. Luxury
...at a common-sense low price! Choose from a
wide assortment of the newest Spring shades...
in handsome Ivy stripes, blazer stripes,
boucles...even expensive new silk effects!

His Westerfield all-wool flannel slacks......7.88

FREE ALTERATIONS INCLUDED

Celebration!

COAST-TO-COAST!

MEN'S FINE WASH 'N WEAR SPORT SHIRTS.

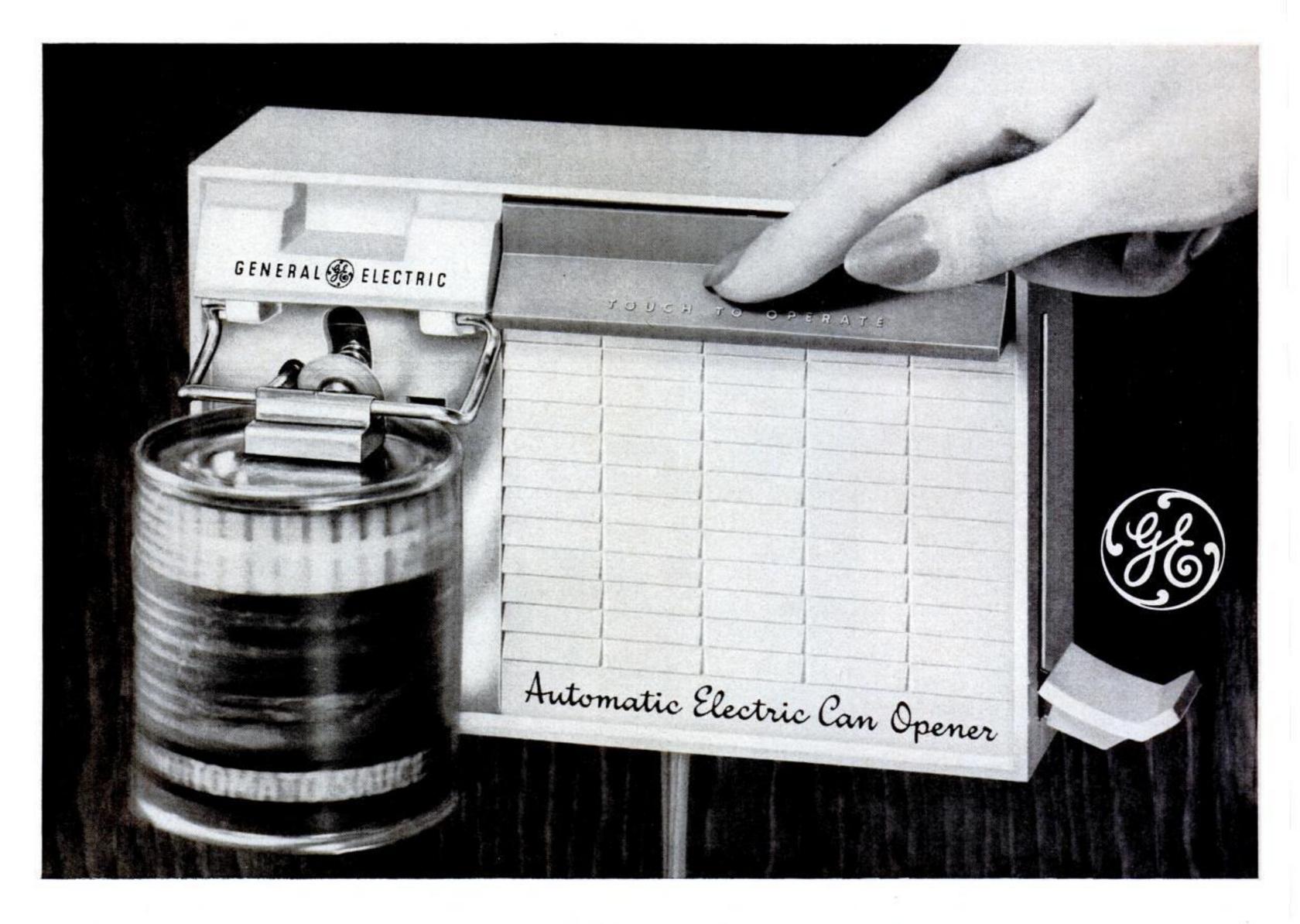
Fine combed cottons that need little or no ironing! Dozens of colors, patterns...in new short sleeve Ivy button-down and convertible collar styles!

BOYS' WASH 'N WEAR SPORT SHIRTS, 6-18....1.49

MEN'S "HALL-AMERICAN" GABARDINE JACKETS.
Smartly styled blouse model...lined with hi-count satin-finish rayon! Top-tailored, spot, stain, and crease-resistant, water-repellent. Spring shades.

688





Now...open cans with a touch of your finger!



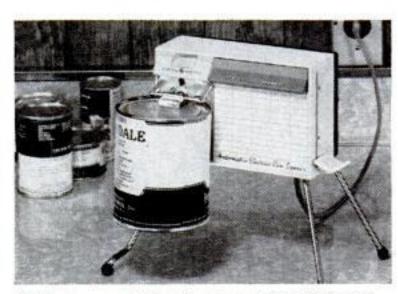
 Pull down lever. In one easy motion, you have can locked securely in place for opening. And it will stay locked.



Lift lever and remove can. Powerful ceramic magnet holds lid out of food and away from your fingers.



2. Touch start-stop bar—cutting starts automatically. Lift your finger—cutting stops. You have complete control.



4. Opens any standard can. Long-life cutter removes for easy cleaning; tough, stainresistant case wipes clean.

New General Electric Can Opener makes everyday chores quick, clean, effortless!

The year's newest gift idea will be used every day of the year!

The new G-E Can Opener whisks the top off any standard can in seconds! And it leaves a smooth, rounded rim... no jagged edges.

Operates only at your control—none of this zipping the top off before you know what's happening. Touch the start-stop bar—cutting starts. Lift your finger—cutting stops.

Holds can securely locked in place at all times. No tipping, no spilled food. And, a powerful magnet holds the *lid* after cutting—out of the food and away from your fingers.

The whole compact affair is beautifully styled for wall mounting, but optional countertop legs are also available. There's $5\frac{1}{2}$ feet of cord, too, so you can reach most any outlet.

See this new electric can opener at your General Electric dealer's now—he'll give you an eye-opening demonstration. General Electric Company, Portable Appliance Department, Bridgeport 2, Conn.

Progress Is Our Most Important Product



New ideas for Lent! Real homemade

CHEESE SAUCE IN 3 MINUTES ...and TUNA FRITTERS

The secret is Carnation—the double-rich milk that whips!

Imagine! Your own homemade cheese sauce in just 3 minutes! No flour or shortening needed because of Carnation's double richness. Delicious over tuna fritters, a new kind of fritters that stay moist, won't crumble -thanks to Carnation. Results guaranteed only when you use double-rich Carnationthe milk that looks like cream, pours like cream, even whips. Ordinary milk won't do.





GOLDEN BROIL-BURGERS

Make over-size hamburgers. Broil until done, place on bun halves. Cover generously with Carnation 3-Minute Cheese Sauce. The sauce is delicious over meat loaf, too.



BAKED CHEESE-POTATOES

Before baking, cut slit along top of potatoes. When baked, squeeze open, pour in Carnation Cheese Sauce. Good, too, on hot macaroni, broccoli, green beans, cauliflower.

(Makes about 6 servings) TUNA FRITTERS

2 cups all-purpose biscuit mix 1 teaspoon seasoned salt

1 egg 2/3 cup (small can) undiluted CARNATION EVAPORATED MILK 2 tablespoons chopped

2 tablespoons lemon juice 11/2 cups (91/4-oz. can) tuna (or diced, cooked ham)

2 tablespoons finely chopped onion

2 tablespoons finely chopped green pepper parsley

CARNATION 3-MINUTE CHEESE SAUCE with TUNA FRITTERS

1/2 cup chopped celery Fat or oil for frying

Blend biscuit mix, seasoned salt, egg. Carnation and lemon juice in bowl. Add remaining ingredients and blend well. Drop from teaspoon into deep hot fat (375°F.), or into 1/2 inch hot fat in frying pan. Fry 11/2 to 2 minutes. Turn and fry on other side. Drain on absorbent paper. Serve at once with Carnation 3-Minute Cheese Sauce (recipe at right).

3-MINUTE

13/3 cups (large can) undiluted CARNATION EVAPORATED MILK

CHEESE SAUCE

1/2 teaspoon salt 2 cups (about 8 ounces) grated process American cheese

Simmer Carnation and salt in saucepan over low heat to just below boiling (about 2 minutes). Add cheese, Stir until thickened and smooth (about 1 minute longer).





the complexion miracle
you won't believe
'til you try it!

mira-col

This amazing beauty experience . . . is yours to try free! Have the fresh, glowing complexion you've dreamed of. Treat yourself to Merle Norman's Three-Steps-to-Beauty treatment . . . with MIRA-COL!

- 1. cleanse Smooth on Merle Norman's rich All Purpose Cold Cream. It caresses dirt and make-up off like magic!
- 2. stimulate (the most exciting step!) —
 Brush on cool, pink MIRA-COL! Suddenly your
 face is delightfully a-tingle! MIRA-COL helps
 stimulate surface circulation of purifying blood
 ... literally flushes impurities and dirt from the
 pores. When the skin doesn't eliminate,
 properly... pores get clogged... blemishes and
 blackheads appear... you have extreme oiliness
 ... or dryness... and skin tones become blotchy.
 MIRA-COL helps restore natural beauty. Almost
 at once... your skin has a healthier, rosier glow!
- 3. protect Protect this radiant new complexion with Merle Norman's special non-greasy, waterproof Powder Base . . . that pampers and protects your face!

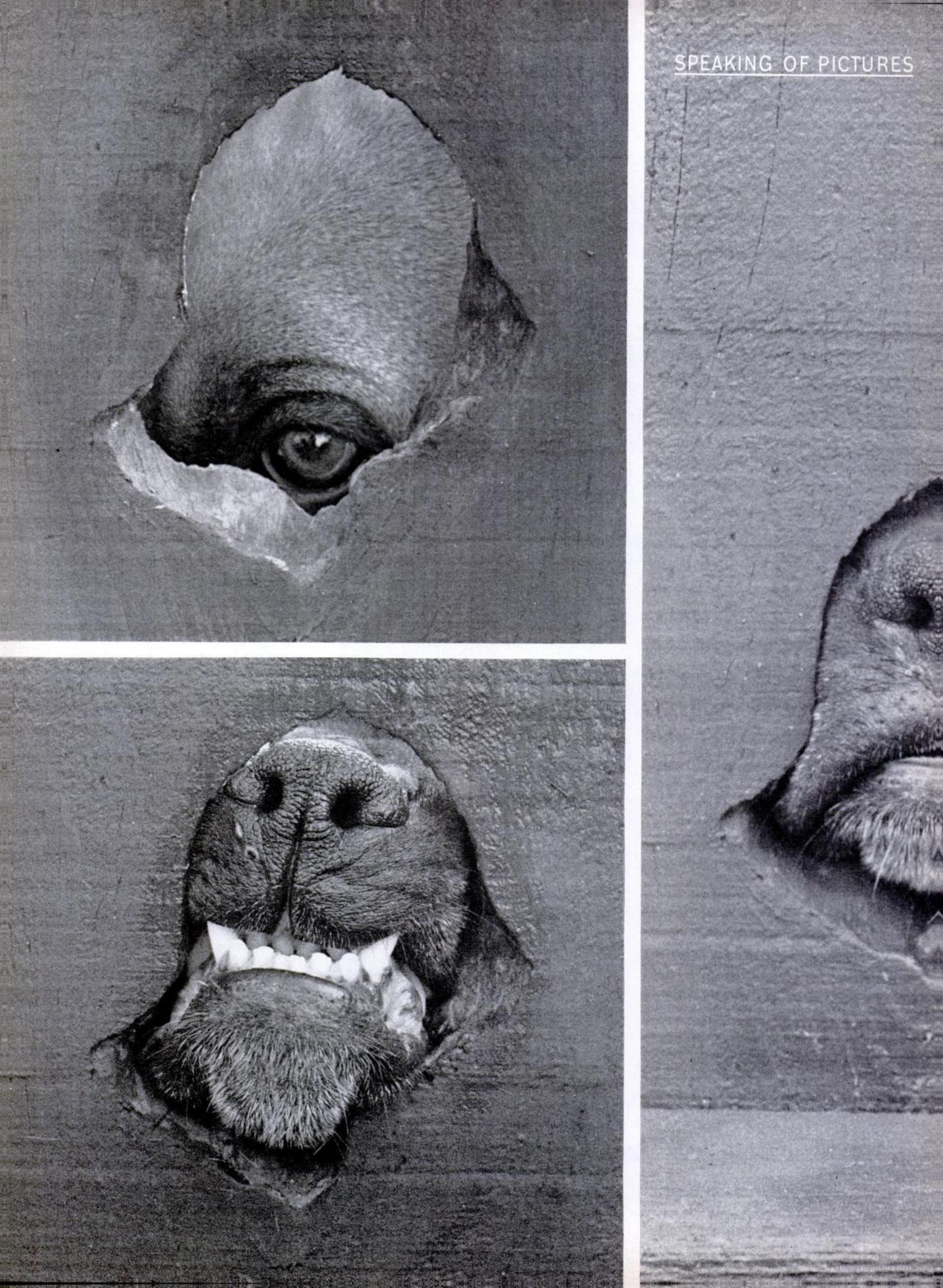
Because Merle Norman feels you should "try before you buy"... the miracle of MIRA-COL can be yours free... at any Merle Norman Studio! Remember — Merle Norman products are available only at your neighborhood Merle Norman Studio.

Just mail this Coupon! You'll receive an invitation for a free Three-Steps-to-Beauty Treatment with MIRA-COL at your nearest Merle Norman Cosmetic Studio. And more, too—Merle Norman will also send you a two weeks supply of Merle Norman's All Purpose Cold Cream. Offer limited, act today! Allow three weeks for delivery.

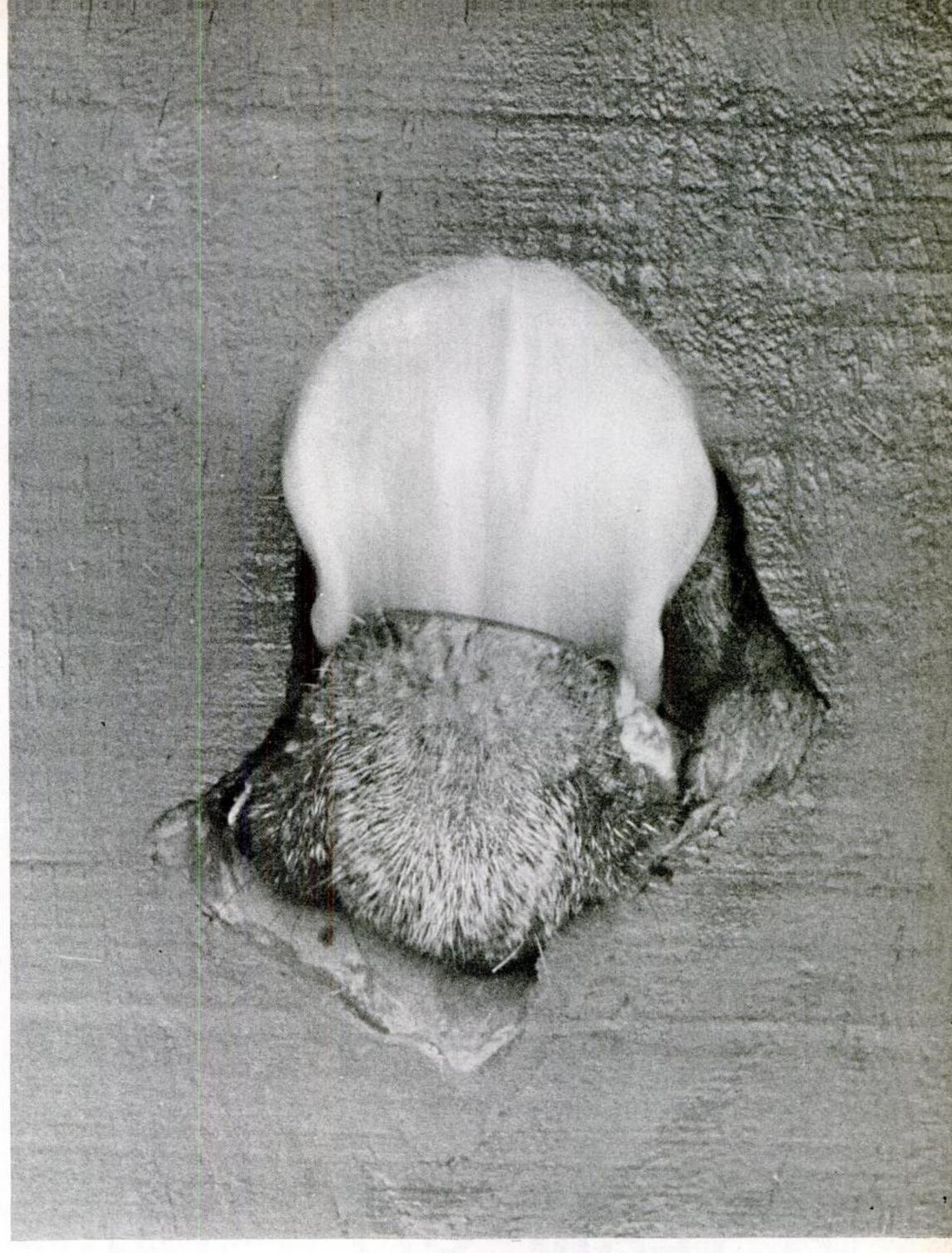
MERLE NORMAN COSMETICS international

	Merle Norman Cosmetics 9130 Bellanca Avenue, Dept. 439, Los Angeles 45, California
000000000000000000000000000000000000000	Please send me an invitation to my nearest Merle Norman Cos- netic Studio for a <i>Free</i> Three-Steps-to-Beauty Treatment. Also, end me my two weeks supply of Merle Norman's All Purpose Cold Cream.

Name		
Address		
City	Zone_	State







Sights through Peephole

The eye spying through his back fence startled Wade Anderson of Gonzales, California, but then he realized that it was Bobo, the neighbors' boxer at the knothole. Bobo sniffed and scratched until Anderson guessed what had happened: his children had been pushing food through the hole and Bobo was back for more. An amateur photographer, Anderson went to work with food and film, as excited on his side of the fence as Bobo on the other.

The eye at the knothole (opposite page, top left) saw the food. Then the muzzle (left), its beard and nostrils quivering, sniffed through. The fangs (bottom, left) thrust out. To get a picture, Anderson wiped hamburger against Bobo's nose, then pulled it away and shot as the frustrated dog licked off the flavor (above). When it was all over, Anderson had these extraordinary pictures, Bobo had a full stomach and the knothole had a permanent customer.



Vol. 46, No. 9 March 2, 1959



FIRST THING VISITOR TO SECRETARY'S OFFICE SEES IS THE SMILE OF RECEPTIONIST MARYANN FERKO

HOW TO MAKE DO WITHOUT THE DO-IT-YOURSELF CHIEF

AFFAIRS OF STATE, A TEAM OPERATION

One of the world's most complex and important bureaucracies, charged with a function vital to every man and nation, faced up to getting along without the man who has been its master for six years. Until and unless Secretary John Foster Dulles should be—in the words of President Eisenhower—"ready to carry on," the U.S. State Department was on its own.

This intricate organization, first visible in the greeting of a receptionist and extending through 6,886 Washington workers from policy shapers to clerks, bent even more earnestly to its work last week. The burdens which Dulles had borne now fall more heavily on the men at the right. Acting Secretary Christian A. Herter, Undersecretary C. Douglas Dillon and Deputy Undersecretary Robert Murphy run the department as a team. The responsibility comes to them when strength in the department was never more needful. With France's government intent on internal progress, England's preoccupied with a forthcoming election, West Germany's in the hands of an 83-

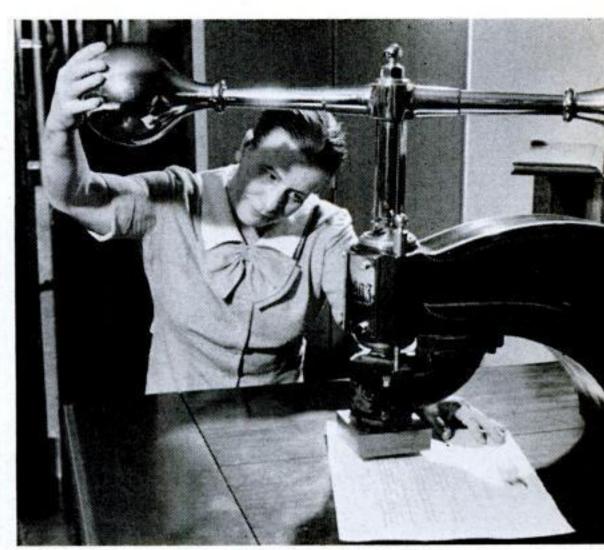
year-old chancellor, the U.S. must bear the brunt of the crisis with Russia over Berlin.

Dulles has been called a "do-it-yourself" statesman who carried the "department around in his hat." But behind him he always had and used the department's smoothly functioning worldwide machinery to "staff" him—cull and sort the vast data upon which he based his decisions. The same skilled apparatus is still at work, though the firm, intuitive Dulles touch will be missed—most acutely when decisions must be made after the staff work is done.

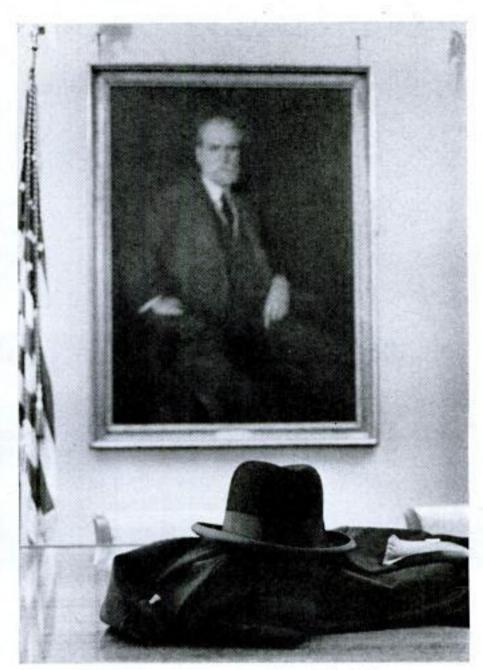
The top team taking over is composed of master craftsmen of diplomacy in their own right. Herter, 63, twice governor of Massachusetts, has been a foreign affairs expert since the 1918 Versailles peace conference. Dillon, a former Wall Street banker, wields great influence as State's economic affairs specialist. Murphy has had 40 years of trouble-shooting in diplomacy. Supporting these are skilled diplomatic specialists working in the huge complex of the State Department Building (following pages).







GREAT SEAL of the United States is imprinted by Mrs. Clydia Mae Richardson with historic press.



DIPLOMAT'S BADGE, a caller's homburg, rests under portrait of Secretary Charles Evans Hughes.



BABY AUTOS, brought home from foreign posts by department personnel, have own parking area.

◆─TOP TRIO, Herter (center), Dillon (at the left) and Murphy, meet behind Herter's big bare desk.

TEAM AT STATE CONTINUED



MAN FOR CUBA, new Ambassador Philip Bonsal gets a hug from his wife after swearing-in ceremony presided over by Roy R. Rubottom Jr., assistant secretary for Latin-American affairs. Texan Rubottom began diplomatic career as naval officer on consular duty in Mexico, has served at posts in Spain and Colombia.



DEPARTMENT HEADS gather in specialists' conference. At the left is Assistant Secretary for Congressional Relations William B. Macomber Jr., department's liaison man on Capitol Hill. Center is Assistant Secretary for Far East Walter Robertson. Right, Assistant Secretary for Africa Joseph Satterthwaite.



MORNING MEETING gets under way with top team at head of table. Clockwise from left are Andrew H. Berding, public affairs; Francis O. Wilcox, U.N. affairs;

DAYS OF DUTY AND DECISION

The department's official working day, as always, got started with the 9:15 a.m. conference of the chief officers (above). Thereafter the vast machine meshed smoothly into its myriad affairs which last week, though luckily devoid of any shocking new crisis, held a normal grist of important work. Four new ambassadors were sworn in for posts in Jordan, South Africa, Cuba and Afghanistan. Use of helicopters to police atomic explosions was proposed to the Geneva nuclear conference. Diplomatic callers were received, their needs considered. Dangerous or provocative situations in Iraq, the Philippines and between South Korea and Japan were studied afresh. Dillon went up to Capitol Hill to help explain department



MAN FOR JORDAN, new Ambassador Sheldon Mills receives the congratulations of Deputy Undersecretary for Economic Affairs Dillon, Mills goes to Middle East kingdom from post in Afghanistan.



COORDINATOR, G. Frederick Reinhardt (at left), who as State's counselor has job of adjusting government policies for major international diplomatic meetings, talks to Deputy Undersecretary Murphy.



U.N. AMBASSADOR Henry Cabot Lodge Jr., who attends cabinet meetings by the President's order, comes often to Washington to see Assistant Secretary Wilcox, link between Lodge and department.

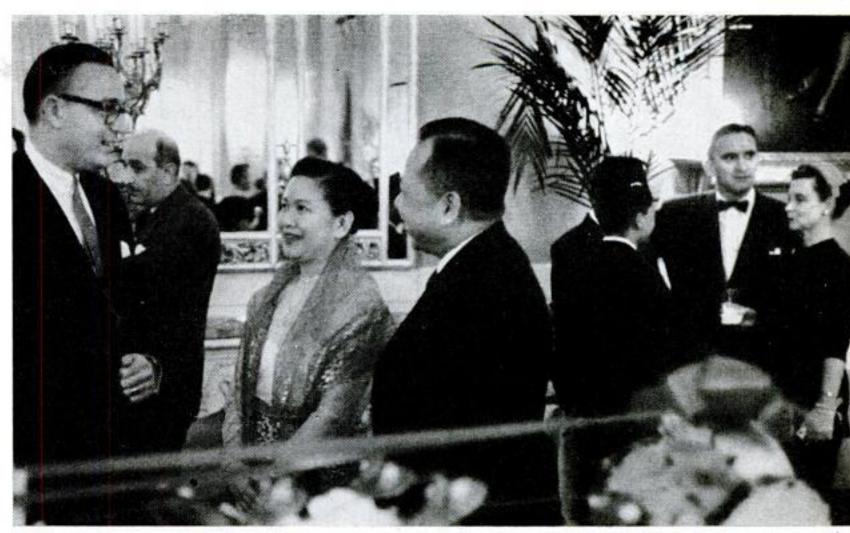


Dillon; Herter; Murphy; Hugh S. Cumming Jr., intelligence and research; Gerard C. Smith, policy planning; Roy R. Rubottom Jr., inter-American affairs.

FOR THE DEPARTMENT HEADS

needs to a House subcommittee on the budget. Murphy was deep in negotiations for a possible four-power conference on Berlin. Herter—in Dulles' place—went twice to confer with President Eisenhower.

There were differences of course. The State Department had become a team operation and teamwork became apparent each morning when, as the regular staff meeting ended, Herter, Dillon and Murphy closeted themselves for another 20-minute conference. This heightened intensity and scope of responsibility was being felt elsewhere in the department, increasing the work load. "Now if we get out before 7 o'clock at night," a top aide sighed one day last week, "we think it's a holiday."



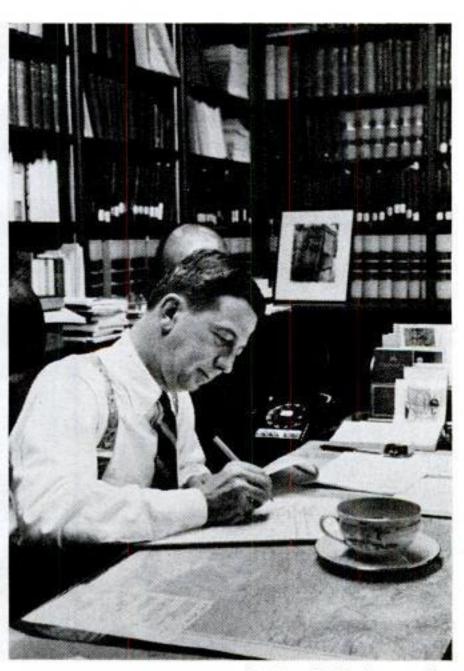
DIPLOMATIC SOCIALIZING calls Assistant Secretary William Rountree (*left*) to reception observing Nepal's first democratic election. Here Rountree, who has served in Palestine, Turkey and Iran and now oversees department's Near Eastern and South Asian affairs, chats with Burmese diplomat U Pe and Madame U Pe.



DIPLOMATIC VISIT by Netherlands Ambassador Dr. J. H. van Roijen occupies Deputy Undersecretary Loy W. Henderson (right). Veteran career officer. Henderson joined department in 1922, has served with missions in Russia, was ambassador in India and Iran. He is now the department's chief administrative officer.



STAND-UP CONFERENCE stops two assistant secretaries between their offices. At left is Livingston Merchant, European affairs, a trusted Dulles aide, with Francis O. Wilcox, who handles U.N. affairs.



SHIRT-SLEEVE LAWYER, Loftus E. Becker strikes an informal note in a generally formal place. With a background of Harvard, Army, private law, Nuremberg trials, he serves as department legal adviser.



POLICY PLANNER, Gerard C. Smith is assistant secretary of staff charged with making recommendations on over-all U.S. position. A former New York lawyer, he joined Dulles in 1954 as atomic adviser.

BIG BUSY PLANT AND QUIET, BUSY BOSS



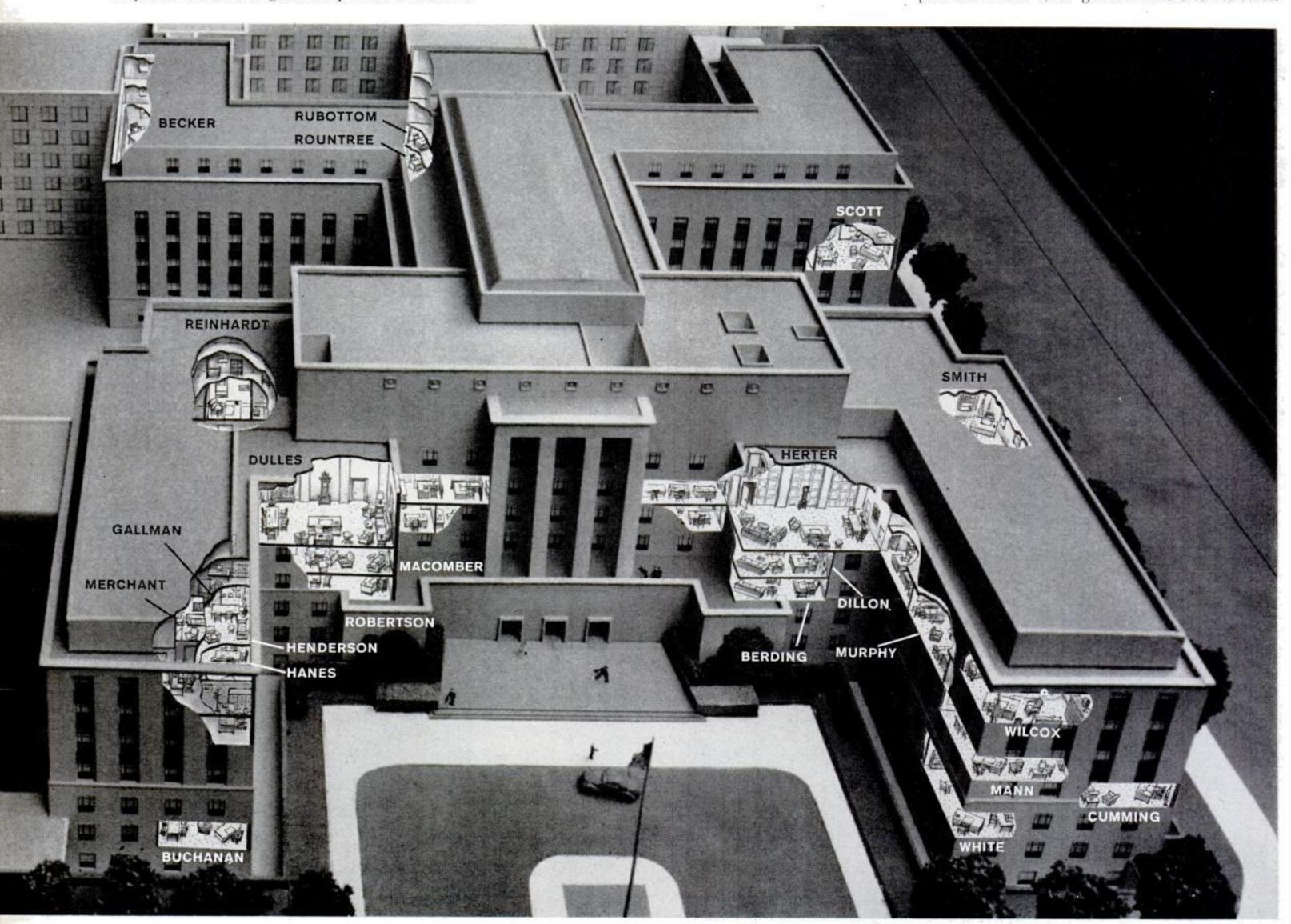
HERTER'S CHAUFFEUR, John Queen, awaits his busy boss beside acting secretary's new limousine.

The department which has grown lustily since 1781 when it set up shop in two rooms in Philadelphia is still expanding. Twelve years ago, the military having moved to the Pentagon, State took over the former War Department building represented in the photograph on this page. But, with the proliferation of department functions and agencies, even these capacious quarters have become inadequate. Today, surrounding the central building on two sides, State is building a new \$57.4 million plant designed to gather its Washington staff from 21 widely scattered buildings and to furnish space as well for 1,800 staff members of the International Cooperation Administration.

But whatever the physical expansion of Foggy Bottom—as the department is irreverently named for the slum which once occupied the site—its ultimate strength depends upon the will of the men in charge. Today Herter, who himself works against the handicap of painful and crippling arthritis, has taken hold with firm assurance, holding the ship of State to the course clearly charted out by the ailing Dulles.



DULLES' CHAUFFEUR, Rudolph Warren, brings a part of the first 7,000 get-well letters to his office.



HEART OF DEPARTMENT is shown in this cutaway drawing on photograph of scale model of building. Principal offices are identified by last names of their occupants. Starting with Secretary Dulles' quarters, moving in generally clockwise direction, they are: Macomber, for congressional relations; Robertson, Far Eastern affairs; Merchant, European affairs; Henderson, administration; Walderman J. Gallman, the director general of the Foreign Service; John W. Hanes Jr.,

administrator of bureau security and consular affairs; Wiley T. Buchanan Jr., chief of protocol; Reinhardt, counselor; Becker, legal adviser; Rubottom, inter-American affairs; Rountree, Near Eastern and South Asian affairs; Walter K. Scott, assistant secretary for administration; Smith, policy planning; Cumming, intelligence and research; Wilcox, international organization; Thomas C. Mann, assistant secretary for economic affairs; Lincoln White, press; Berding, public affairs.

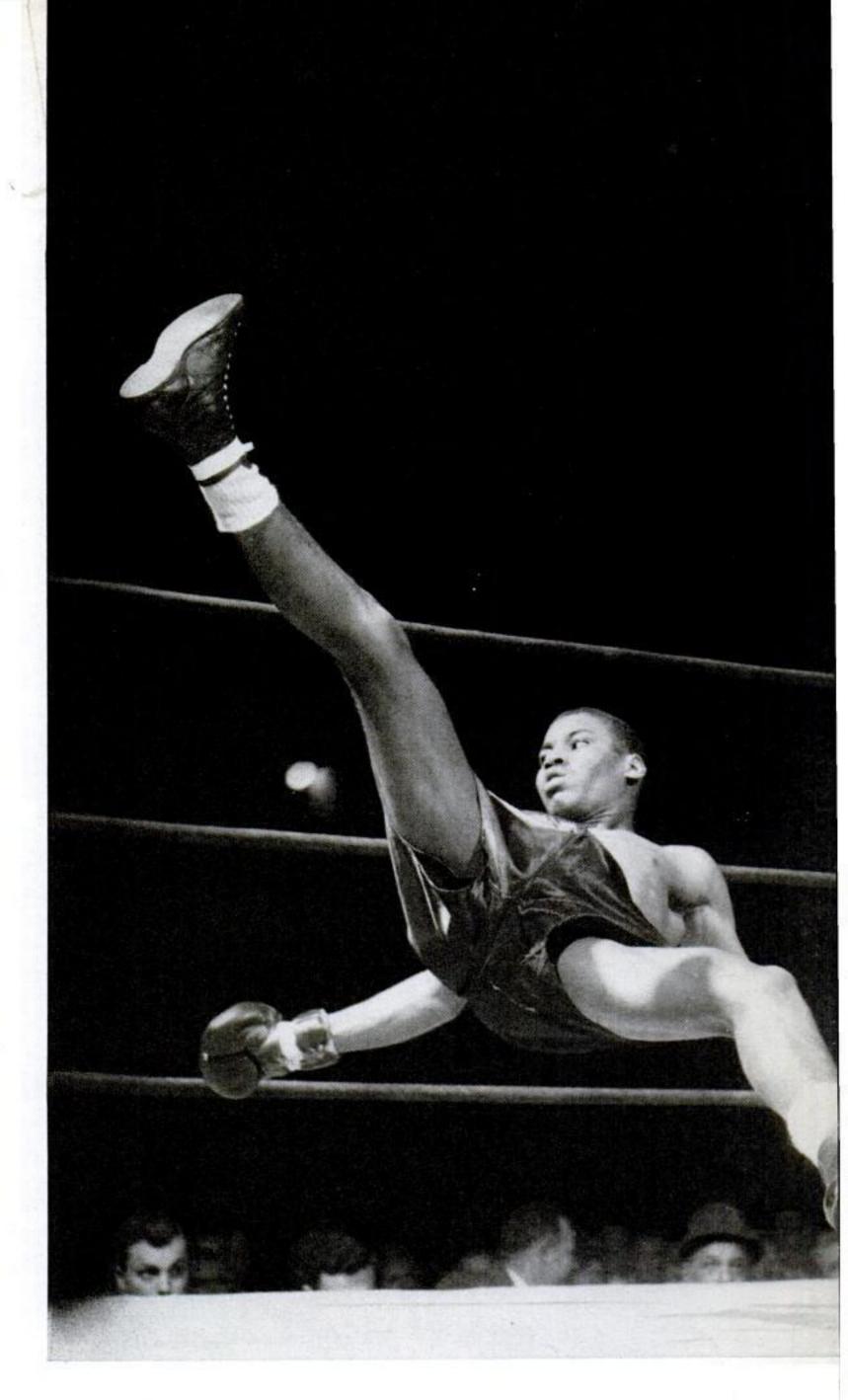


A LOOK AT THE WORLD'S WEEK



SURPRISE SHOWUP AT A SUPERMARKET

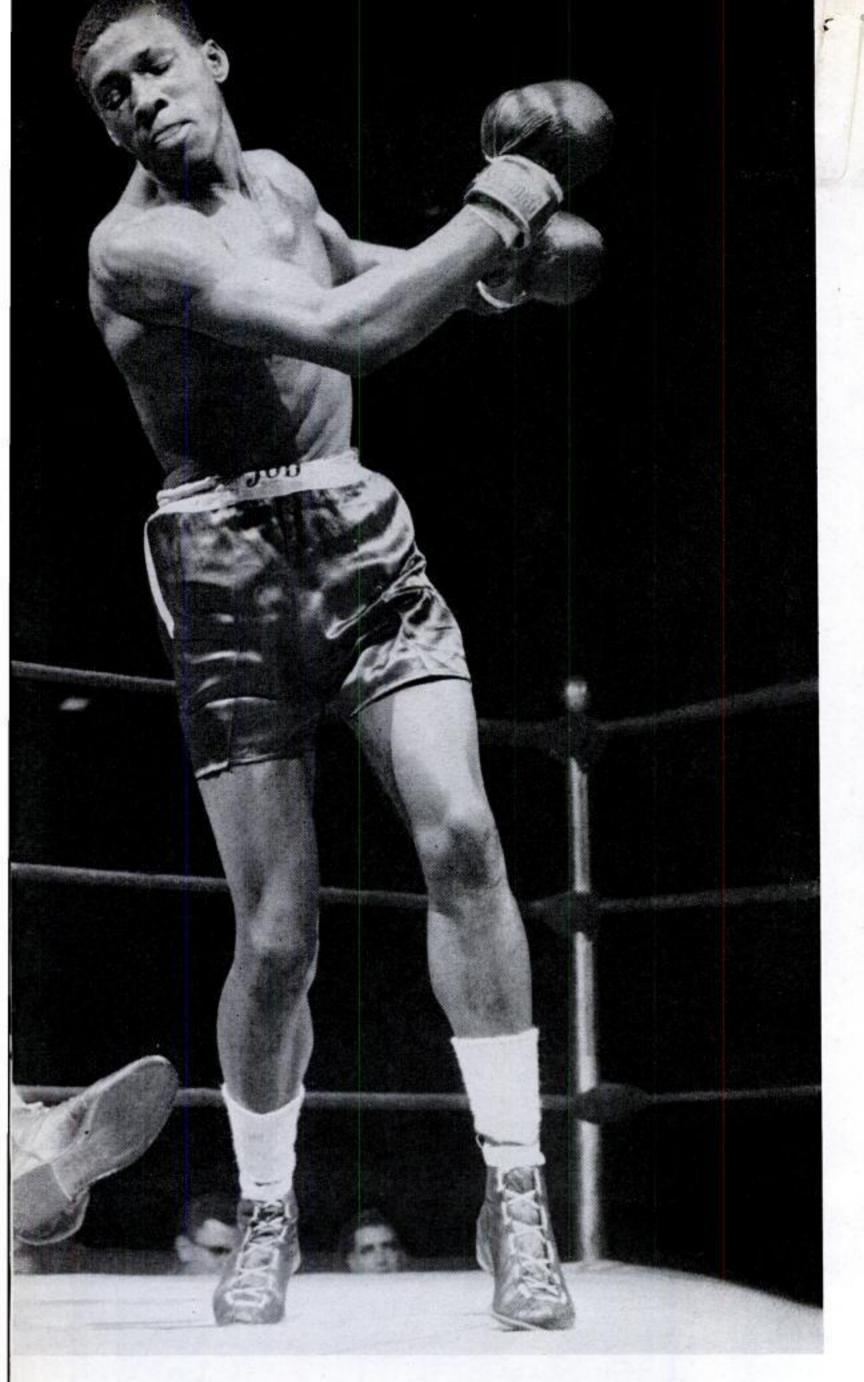
Making one of his rare public appearances, Juan Perón pushed a cart through a supermarket in the Dominican Republic. The ex-Argentine dictator was comfortably exiled in a prominent hotel in Ciudad Trujillo but moved to a house when ex-Cuban Dictator Batista also showed up.

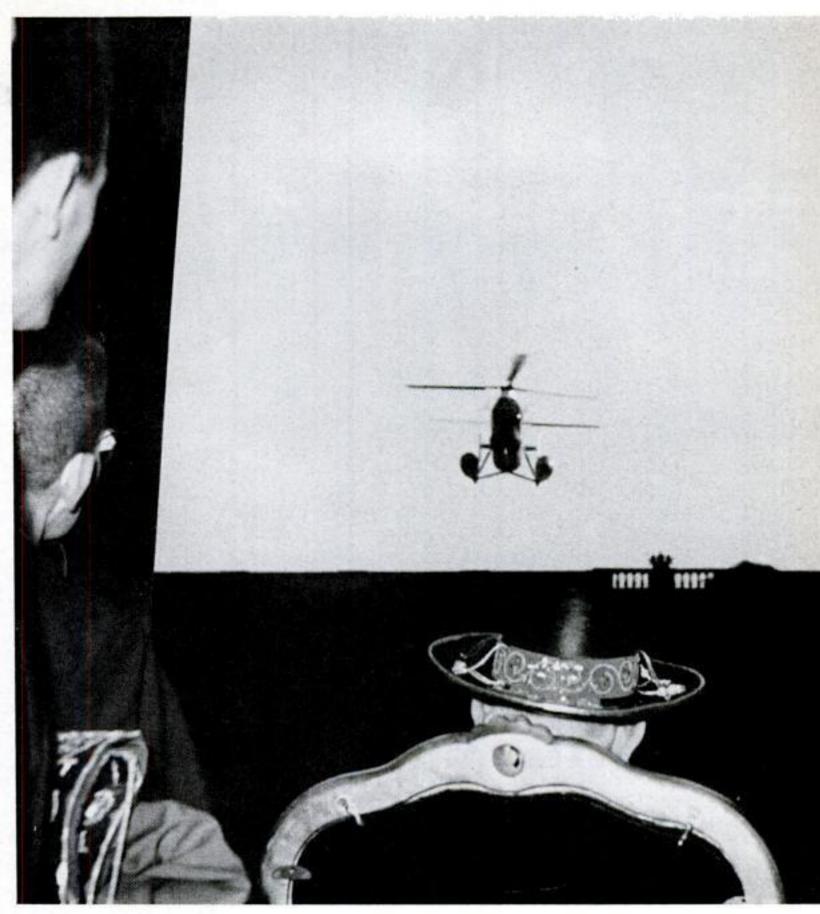




'ANOTHER WOMAN' WITH EDDIE FISHER

In Beverly Hills, Eddie Fisher and Liz Taylor clinked caricature-painted mugs at a party. Meanwhile, back at the divorce court, Debbie Reynolds Fisher told the judge, "My husband has become interested in another woman." Debbie got the divorce and a settlement of more than \$750,000.





MODERN ARRIVAL AT ANCIENT VATICAN

An offbeat visitor was welcomed by Pope John XXIII who watched from his armchair as a helicopter settled slowly into the Vatican courtyard. The two-engine helicopter, presented to an Italian research organization for study, was blessed by the Pontiff, who called it a "helicopterum."

← ROUNDHOUSE RIGHT—A FIGHTER FLYING

With one of the furious roundhouse blows that boxers dream about but seldom deliver, Charles Clemons sent LeRoy Roberts catapulting through the air in the Washington *Evening Star* Golden Gloves matches. Roberts survived this trip to the canvas, got up to lose the bout by a decision.



FINALLY INTEGRATED—BUT SO FAR ISOLATED

Without a single incident—and without a single white classmate—23 Negroes enrolled in the newly desegregated 30-classroom Warren County high school at Front Royal, Va. Most

of the 1,044 registered white students who stayed away from the integrated school were working in makeshift private classes that had been arranged in churches and other buildings.



BECK OFF FOR POKEY

In Tacoma, Wash. former Teamster boss Dave Beck was convicted of cheating on his income tax and taken to jail. "I feel fine," said Beck. His lawyers appealed and Beck got out on bail.



PAIR OF PRESIDENTS RELAX ON MATEOS' YACHT ON FIRST DAY OF MEETINGS

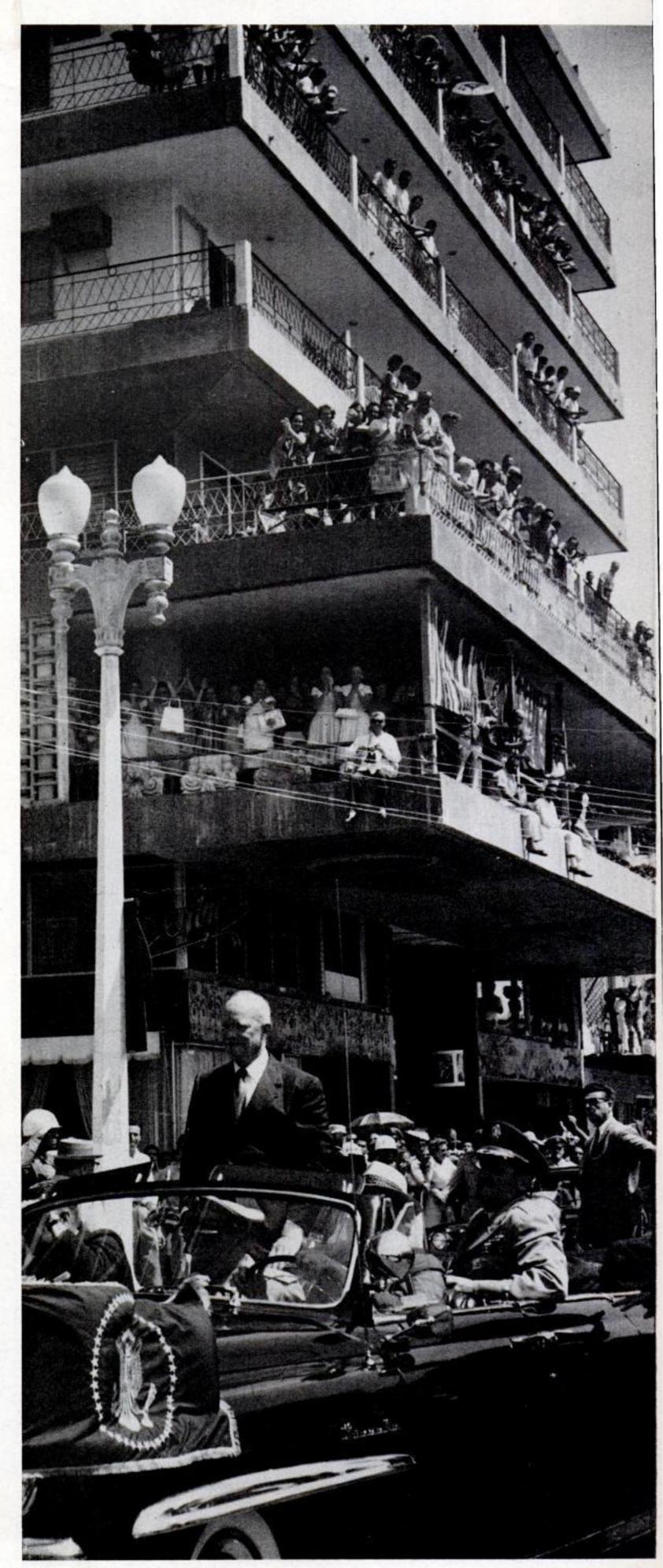
MORE LIKE FOR IKE IN A SUNNY SETTING

To make a personal friend of a good and friendly neighbor, President Eisenhower last week flew 2,300 miles from Washington to the resort of Acapulco on Mexico's Pacific coast. There he spent two days with Mexico's new president, Adolfo López Mateos. A firm believer in informal manto-man contact, Eisenhower had suggested a meeting in Acapulco to avoid a formal state visit to Mexico City. There was no protocol for the conference, although enthusiastic Mexicans strewed the streets with red carnations as he arrived, and no golf either, although representatives of the local course lured him with signs saying, "Let's play golf, Ike."

The President did take in the sights of one of the hemisphere's most stunning playgrounds—he had taken a poke at U.S. labor leaders for choosing a similar place for their convention (pp. 36, 37). He also met an old friend (below). But he had come to do some serious business. He promised to review the question of the U.S. buying more lead and zinc from Mexico. And the two presidents agreed on a Mexican-American project—the \$100 million Diablo dam for power, irrigation and flood control which is intended to span the Rio Grande 150 miles west of San Antonio.

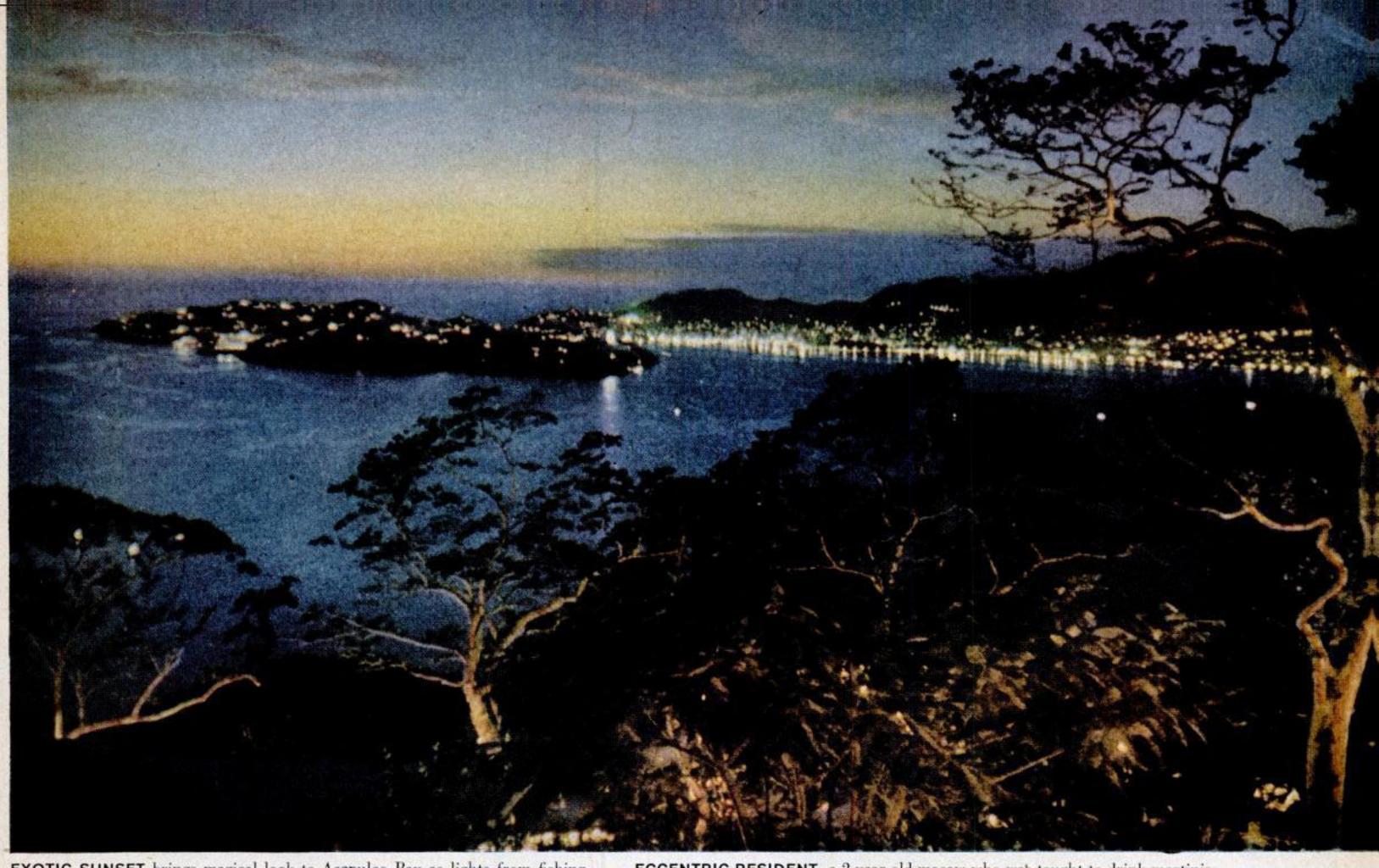


UNEXPECTED GUEST, former British Prime Minister Anthony Eden joins two presidents for dinner at El Mirador Hotel as La Quebrada high divers (p. 32) stand by goggle-eyed. Sir Anthony is wintering in Mexico to work on his memoirs.



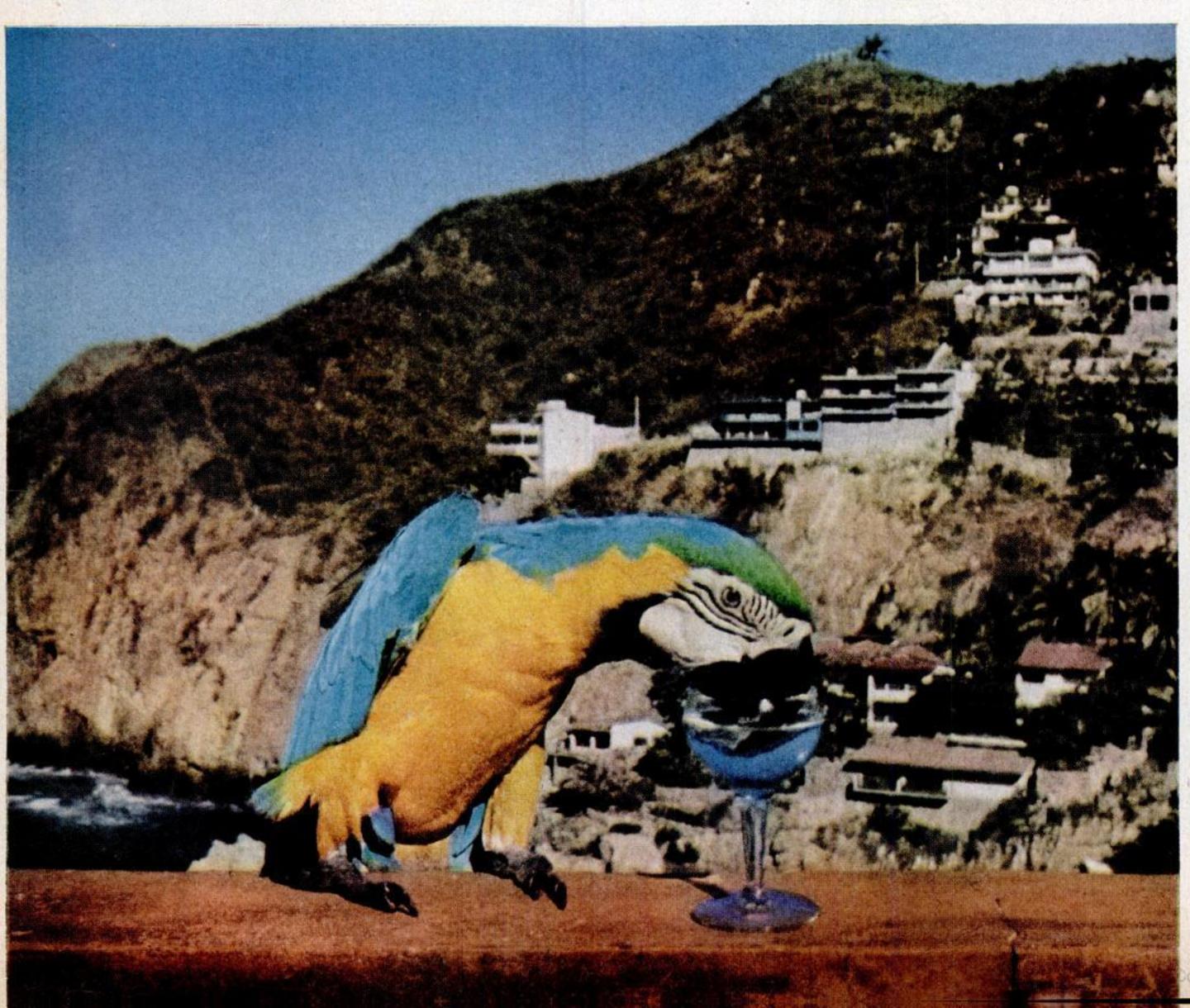
FRIENDLY WELCOME is given Eisenhower from Acapulco's modernistic balconies as he tours town with his official car's bubbletop removed. Mexicans first shouted "Amistad" ("Friendship"), then switched into English, "We like Ike."

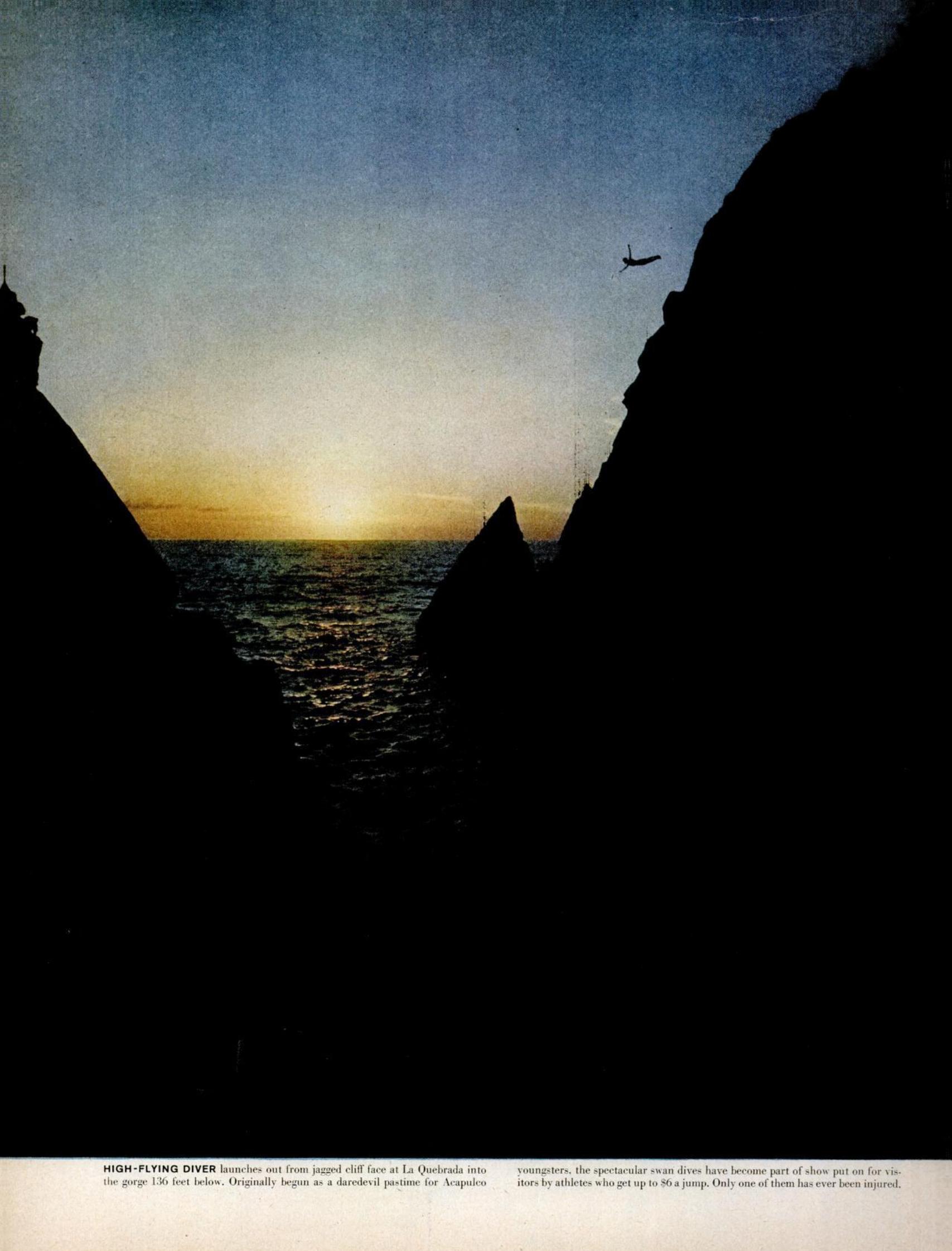
CONTINUED



EXOTIC SUNSET brings magical look to Acapulco Bay as lights from fishing boats dot darkening waters. All along the beach front (in background) straight rows of seaside hotel and nightclub lights cast a shimmer on the shoreline.

ECCENTRIC RESIDENT, a 2-year-old macaw who was taught to drink martinis by her owner, quietly sips drink (the blue is reflected sky) on balcony. In background are luxurious houses built along the cliffs which overhang the Pacific,







Hearty! Quick! Delicious, too! Campbell's Soups are good for you!

Enjoy Campbells BEAN with BACON SOUP soon



A WHOLE-MEAL SOUP... AND SO DELICIOUS! Tender, "baked-tasting" beans, in a hearty purée that's smoky with a flavor of good bacon, delicious with the Campbell blending that makes a good soup a masterpiece! That's Campbell's Bean with Bacon Soup—a nourishing stick-to-your-ribs standby at lunch or suppertime. Like all Campbell's Soups, it's ready in 4 minutes, costs less than 7¢ a serving—makes it easy to enjoy the healthy habit...

ONCE A DAY ... EVERY DAY-SOUP!

Have you had your soup today?

Campbell's
Bean with Bacon
Soup gives you
Vitamins,
Proteins...
Minerals, too!



49th State joins the Four Roses Society

(How about you?)

Next to rubbing noses, the friendliest greeting under the midnight sun is rubbing glasses filled with mellow-perfect Four Roses.

There are other full-strength whiskies, true. But none so flavor-rich and flawlessly smooth. That's why Four Roses is the easiest-tasting, easiest-liking whiskey known to man!

So mush right down to your favorite tavern or store and ask for Four Roses. Relax – and enjoy the flavor that founded a society.

Four Roses — No other full-strength whiskey is so smooth!



86 proof. Same great quality. New popular price.

IKE IN MEXICO CONTINUED



A SHAPELY FAN holds photograph given out to crowds as President's motorcade moves toward the Pierre Marqués hotel where presidential party stayed.



A HAPPY GUEST settles himself in car after visiting water ski club to see a special show. From the club he headed for airport and the long flight home.



If you're looking for panties that fit just right, feel just right, treat yourself to Spun-lo! Panties of Spun-lo rayon knit fabric are always comfortable. Never feel clammy or chilly to your skin. In your favorite styles. Most are only about 69¢, at stores everywhere. Ask for panties of Spun-lo, too.

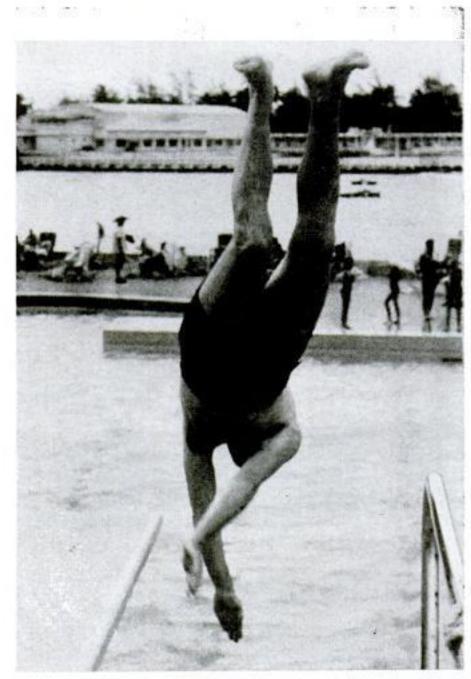
Ask for baby pants of Waterproof Spun-lo, too.

INDUSTRIAL RAYON CORPORATION, CLEVELAND, OHIO. SALES OFFICE: 500 FIFTH AVENUE, NEW YORK 36, NEW YORK

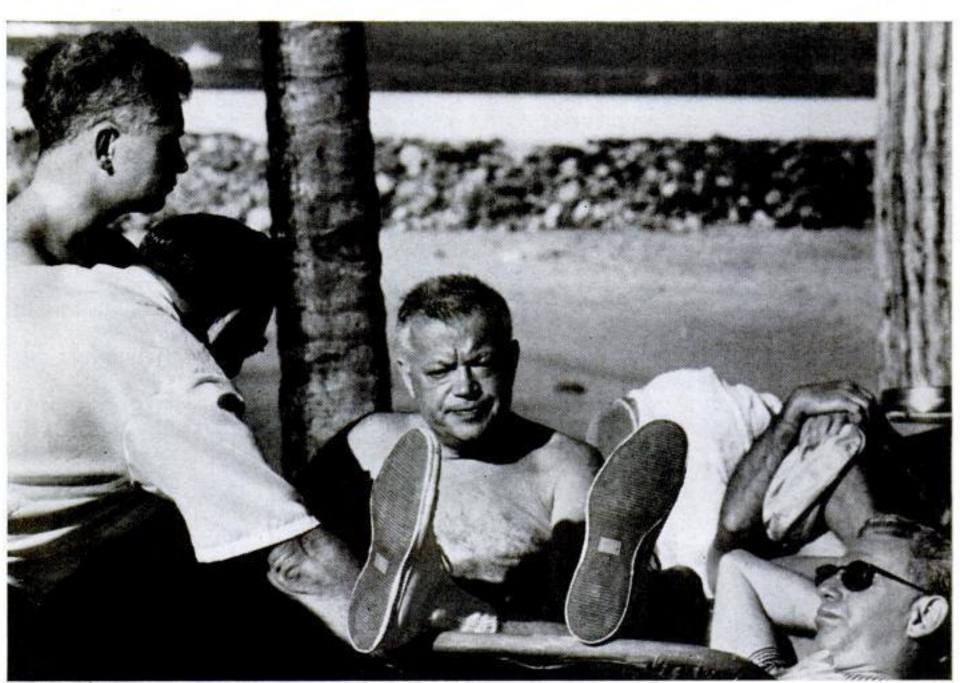
PLEASURE FOR SOME LABOR BOSSES IN SUNNY PUERTO RICO_



IN PALM-SHADED COURT OF PUERTO RICO'S CARIBE HILTON HOTEL, JACOB POTOFSKY OF THE AMALGAMATED CLOTHING WORKERS WHILES AWAY TIME BETWEEN



UNGAINLY DIVE is taken by Jim Carey of Electrical Workers, who practiced often on the high board.



SEASIDE CONFERENCE on beach wall includes (from left) Carey; William Schnitzler, A.F.L.-C.I.O.

secretary-treasurer; David Dubinsky of the Ladies' Garment Workers; Arthur Goldberg, legal counsel.

AND SOME UNION WORK TOO.



CONFERENCES OF LABOR'S EXECUTIVE COUNCIL



POOL VISITOR, A.F.L.-C.I.O. President George Meany, prepares lounge chair for a brief sunbath.



CARRYING HIS PAPERS, which he was seldom seen without, Reuther talks with staff members.



AIDING A STRIKE, James Carey walks with Puerto Rican girl on the picket line at plant in Canovanas.



LEADING PICKET LINE, Reuther (with sign) and Carey (behind girl) sing Solidarity Forever. On visit

to struck lighting-fixtures plant, Carey and Reuther picketed for 15 minutes, later addressed strikers.

THE SUBJECT OF IKE'S JIBE

A.F.L.-C.I.O. bosses hold convention in the Caribbean

Walter Reuther, No. 2 man in the A.F.L.-C.I.O., was not happy when the labor organization's leaders picked a luxury hotel in Puerto Rico for their winter meeting. The setting was wrong for hard work, complained Reuther, and besides might bring embarrassing publicity and criticism. But other members of the executive council were attracted by the chance to bask and bathe. Reuther attended the San Juan conference "under duress." The criticism came quickly—and from an embarrassingly prominent source.

At his press conference, President Eisenhower was asked what he thought of a Reuther suggestion that the nation's unemployed stage a protest march on Washington. The President answered with an uncharacteristically sharp jibe: "Their people must be on the sunny beaches; I don't know whether they are going to march from there over to this foggy Wash-

ington or not." Reuther hotly replied: "Mr. President, I have spent no time on the sunny beaches of Puerto Rico nor have I been with you and your many big business friends on the golf courses, the duck blinds or quail hunts."

Reuther had, in fact, not been near the water. Puritanically, he worked hard and was seldom seen without a briefcase. But other labor bosses made no effort to dodge the pleasures of Puerto Rico. Between unhurried conferences they took to the sun, beach and pool and enjoyed themselves as do the delegates of almost any convention. In business sessions, they made a few big proposals. To combat unemployment they called for a minimum wage of \$1.25 and a shorter work week. President George Meany said unemployment had to be checked by an increase in mass purchasing power. The only alternative, he said wryly, would be to "shoot 10% of the population."

WHERE TERROR REIGNS

Just who's running this country, anyway?

Is it the legal government, elected by the citizens, or is it an invisible government of hoods, thugs, gangsters, terrorists and murderers?

The question is raised anew by the testimony of Sidney Saul, owner of 22 Brooklyn jukeboxes, before the McClellan committee. Three thugs from one of Jimmy Hoffa's paper unions, seeking a cut on Saul's take, slugged him until his nose was bent "like a horseshoe." He surrendered.

This sounds like the treatment Hungarian patriots get in the dungeons of secret police cells. But it happened in America, in its biggest city, in a public place (a luncheonette called "Wagon Wheels"), and was observed by others who dared not interfere. They knew who was boss.

An unusual occurrence? Hardly. Last week Life showed in detail how the national crime syndicate muscles in on numerous essential services, from garbage collecting to towel supplies-and especially jukeboxes, easy to control because easy to damage. And last week Ralph Kelly, an Elgin, Ill. jukebox operator whose income was cut from \$14,000 to \$7,000 when gangster Rocco Pranno became his partner, sat cowering before the McClellan committee, too terrified to talk. The sinister-looking Pranno was right beside him. "This is a tragic state," said Senator Sam Ervin Jr., as Kelly refused to testify, "when a man in the shadow of the nation's capital cringes in fear." Pranno, another witness testified, had threatened to put cement weights on Kelly's legs and drop him in the river.

Terror is nothing new in the world. Neither is crime. What is new, in the land of the free, is terror and crime organized on such a staggering scale that its overlords even hold their own secret conventions (as at Apalachin, N.Y., on Nov. 14, 1957) and pass their own laws (one member, whose sentence was death, waited shuddering in the garage until he learned that it had been commuted to a \$10,000 fine for trespassing somebody's jukebox shakedown territory).

That convention was flushed out only by

the accident of a state policeman's curiosity at the sudden influx of expensive cars. But the accident revealed frightening facts about America's health, strength and security. It revealed that a conspiracy, as secret as the Communist underground and certainly as dangerous, was operating without any of the surveillance and penetration which has all but destroyed the latter. The delegates came from all parts of the land, even from Cuba and faraway Italy. But nobody was following them. Nobody knew what they were up to. All the vaunted crime detection agencies-city, state, federal-were equally in the dark and made to look equally impotent and foolish.

This has been going on for years, but a complacent public, conditioned by a prosperity, expense-account, tax-dodging psychology, seemed to think the rich racketeers were simply smarter than themselves, and even gave them a sort of envious admiration. Local officials, whose political bosses had alliances with the underworld, shut their eyes. Federal officials either lacked authority to break this invisible government or ducked it as too tough to tackle.

At long last Attorney General William Rogers is doing something about it. He has set up a special squad of prosecutors to go after the top 100 leaders of this syndicate, and is planning also to use the antitrust laws as a special weapon against them (for example, where they have monopolized garbage collecting). But Congress ought to go further than this with appropriations and legislation for a permanent program of gangbusting, either by the FBI or some new agency assigned to penetrate the crime conspiracy as efficiently as the FBI has already penetrated the Communist conspiracy.

Even that will not be enough. When the people themselves drop their indifference and rise up in anger against this intolerable rottenness—when the Ralph Kellys of America not only have the courage to talk but to strike back at the goons of Hoffa and of Apalachin, then there will be a proper answer to the question:

Just who's running this country, anyway?

WHEELS ON CAMPUS

How can you get to be a big wheel on campus without wheels? That's how many a high school boy feels. But if he does get a car, it seems pretty clear, his stock with the girls may go up, but his marks will go down. Evidence:

An Idaho study showed that not a single straight-A student owned a car and only 15% of the B students owned one. But 41% of the C students had cars and 71% of the D students. And among the flunkers, a spectacular 83% owned cars.

In Prosser, Wash., High School Principal Edwin Anderson made a similar study, found strikingly similar correlations between cars and bad marks. He also reports the car owner may wind up quitting school entirely to get a job so he can buy gas, parts and polish for the jalopy.

All this should give parents some food for thought. In America, where the auto is almost an extension of the individual's personality, it is understandable that people take a tolerant view of Junior's "necessity" to have one, and of course he can always provide convincing reasons. Indeed, his possession or nonpossession of a car may involve the parents' own status symbols, like belonging to the country club. If so, something will have to give—Junior's marks or parents' indulgence. Parents will have to decide.

WHERE CONSCIENCE RULES

If public indifference to crime (see above) justifies some fear about loosening moral standards in America, at least one item in the news helps reassure us. We refer to the story of Chester A. Smith, a 74-year-old retired court reporter in Peekskill, N.Y.

Mr. Smith had served as a trustee of a girls' school which ran into debt for lack of pupils and had to be closed. When everything was sold, the creditors were still \$43,000 short. Even though the trustees had no

legal obligations to meet this debt, Smith said, "Morally, I felt that the money should be paid."

Since nobody else volunteered to pay, Mr. Smith enrolled in New York Law School, which recently granted him the diploma with which he plans to earn the money for his self-imposed debt. Can he find enough clients at his age? "I have a lot of friends in Peekskill," he says, "and even more faith in God."

His faith gives a boost to ours.

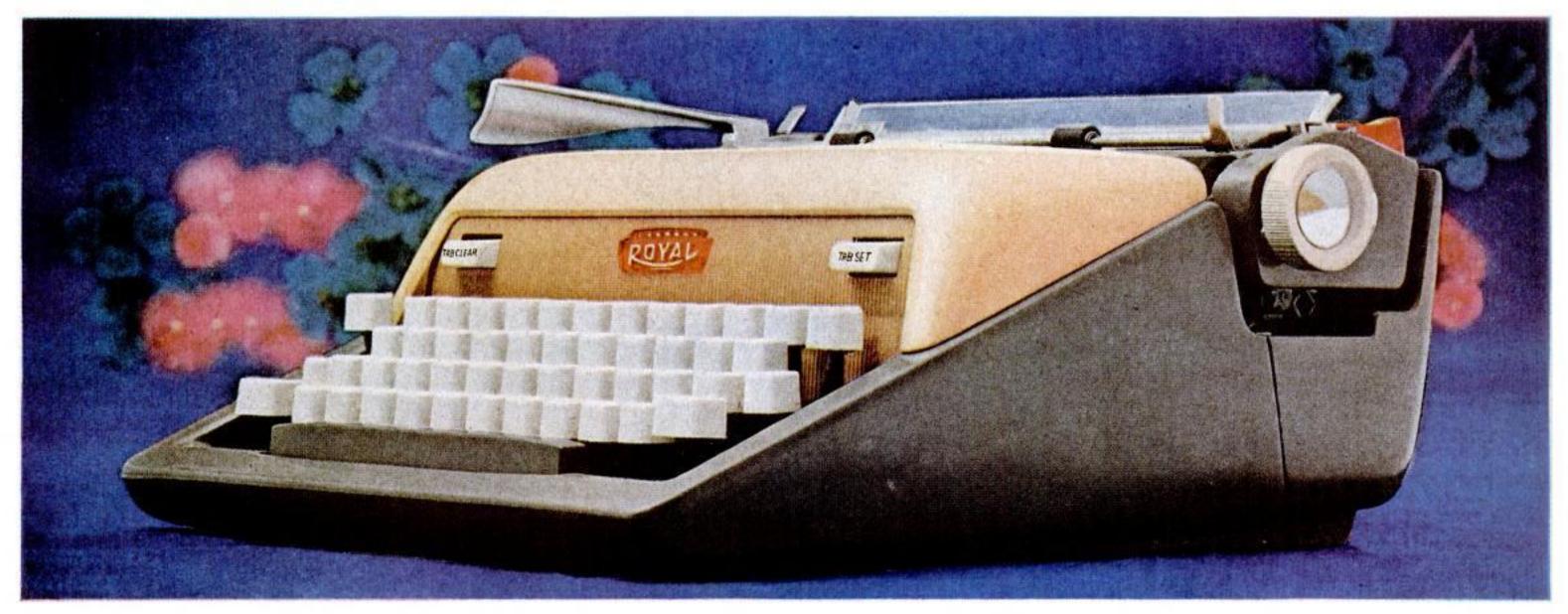


<u>Glass jars</u> add no taste of their own. In glass, your favorite juices stay fresh for each new serving. And glass reseals for safe storage, too.

GLASS CONTAINER MANUFACTURERS INSTITUTE, 99 PARK AVENUE, NEW YORK

FROM ROYAL:

ANEW KIND OF PORTABLE



The FUTURA is the first and only portable with ALL the practical features of a standard office typewriter.

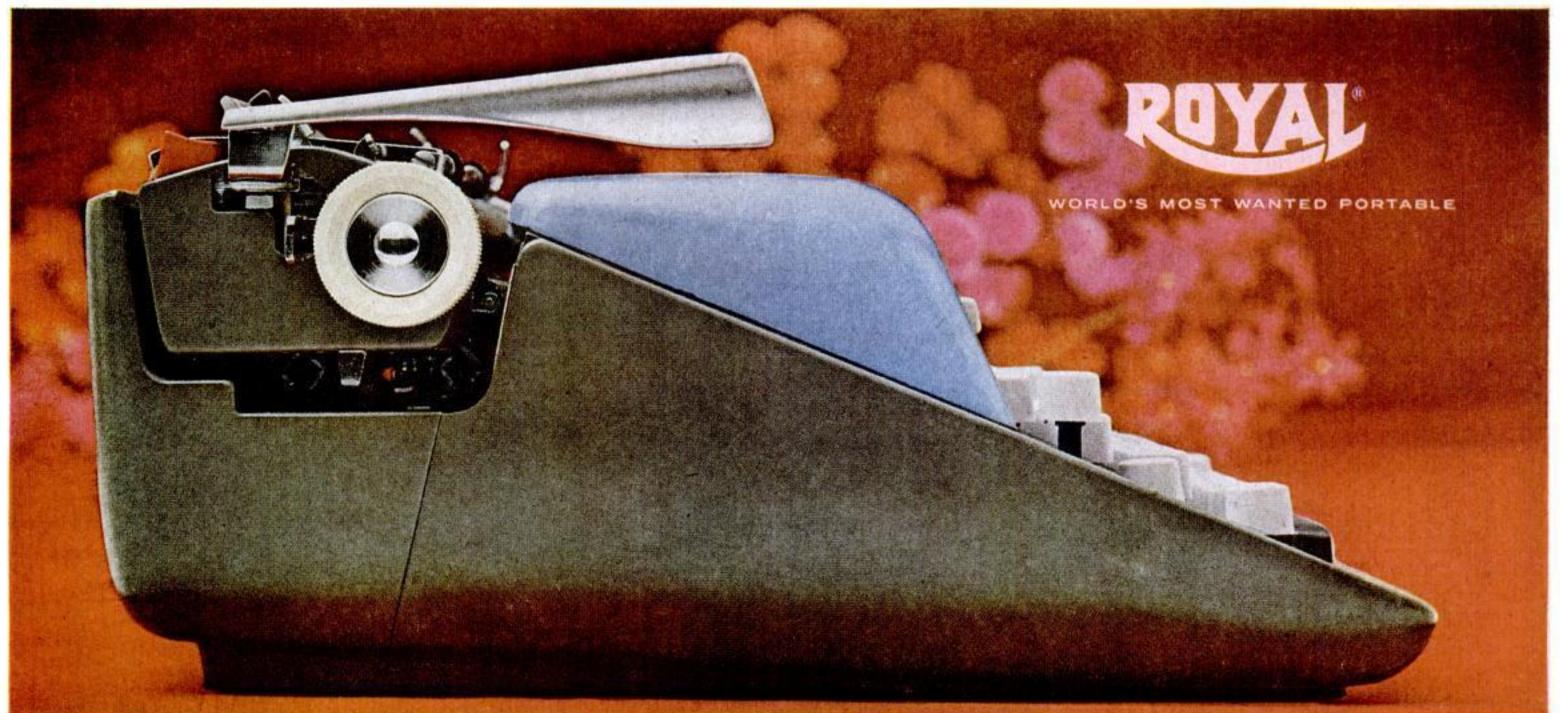
Not just a portable... the new Royal FUTURA is the only typewriter that combines all the advantages of a regular portable with all the hardworking features of the best standards.

Try the new FUTURA and see how smoothly and effortlessly you can type on Royal's full standard keyboard with finger-flow keys and comfortable keyboard slope. And see how easily you can tailor the keyboard to your own touch by simply moving Royal's Touch Control® lever.

Ribbon need changing? You do it in seconds with Twin-Pak, without touching the ribbon or smudging your fingers. You set margins automatically with a flick of your finger on the Magic® Margin lever. You set the foolproof, easy-to-use Royal Line Meter to show you how many lines are left at the bottom of your page.

And when you want to tabulate columns of figures, you simply press the Magic Column Set key. Add to all this: one-piece, unitized construction...so rugged it can take all the pounding you can give it.

Your Royal Portable dealer will give you a demonstration of the new FUTURA at your convenience. Ask to see all the four gay colors available. Also manufactured and sold in Canada.



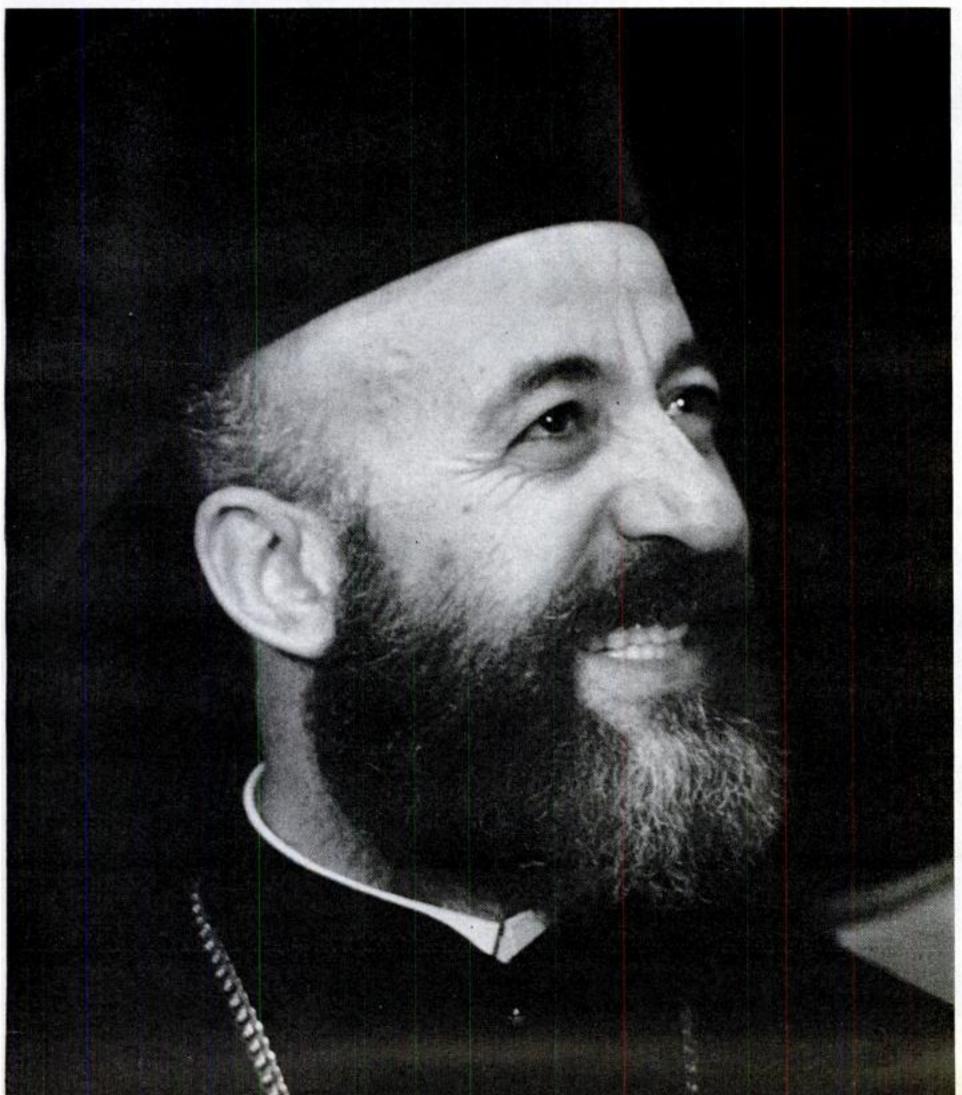
A PRODUCT OF ROYAL McBEE CORPORATION, WORLD'S LARGEST MANUFACTURER OF TYPEWRITERS.



AT LONDON TALKS THE ROBED FIGURE OF ARCHBISHOP MAKARIOS TOWERS OVER MEETING WITH BRITISH (LEFT) AND THE GREEKS AND THE TURKS (RIGHT)

FOR CYPRUS AND NATO, BIG STEP AHEAD

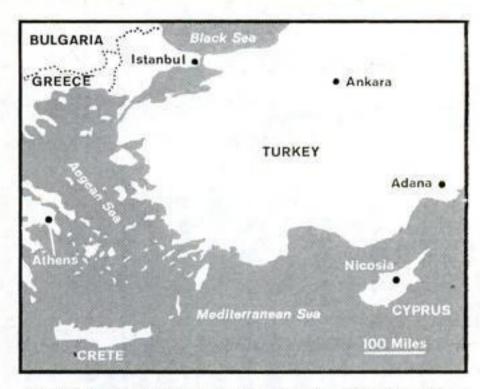
MAKARIOS' PLEASURE ABOUT TALKS IS EVIDENT IN THIS PICTURE TAKEN ON HIS ARRIVAL IN LONDON



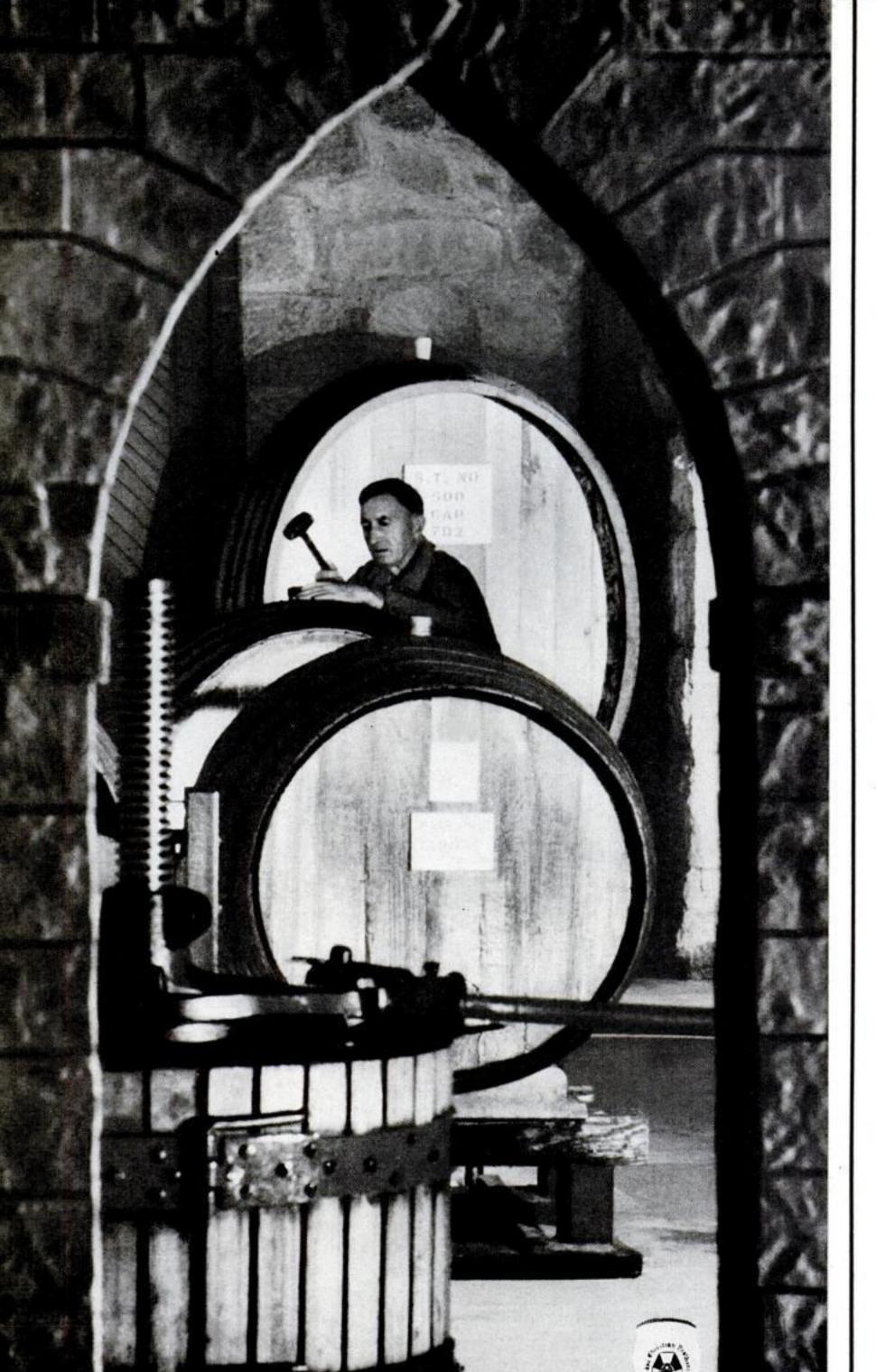
After years of violence, all parties concerned with Cyprus faced each other in London. The dominant figure was that of dark-robed Archbishop Makarios, leader of the Cypriot Greeks.

The talks had got off to an ominous start when a plane bringing Turkey's president, Adnan Menderes, crashed near London. Menderes followed the negotiations from a hospital bed. They were made more uneasy by the archbishop's objections. After three feverish days a compromise was signed and Cyprus took a step toward independence. But it was clear that neither Makarios nor his followers back home were entirely happy about the plan (p, 44).

But the settlement, which lets Britain keep bases on the island, will shore up the West's strategic position in the eastern Mediterranean (below). And the end of the quarrel between Greece and Turkey should solidify the NATO cordon against Russia's Middle East ambitions.



THE ISLAND (Cyprus) lies barely 40 miles from the Turkish coast but has ancient ties with Greece.

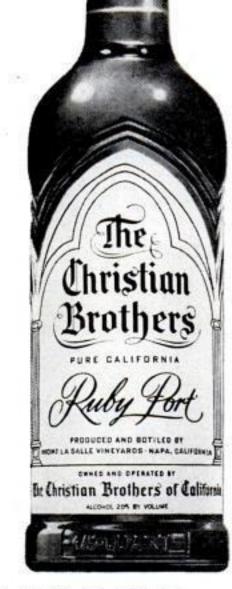


The Ruby Port of The Christian Brothers rests quiet in the dark, cool wine cellars of St. Helena. Slowly and carefully, every drop of every Christian Brothers wine is brought to maturity.

From the dedicated labors of devoted men come the great wines of

The Christian Christian Brothers

of California



CYPRUS CONTINUED



FRUITFUL PRELUDE to London talks was agreement reached last week by Turkey's Premier Adnan Menderes (left) and Greece's Premier Karamanlis.



TRAGIC CRASH of Menderes' plane near London as Turkish president was landing killed 15 passengers, interrupted the talks just as they got started.



MENDERES' SONS, Mutlu (right) and Yuksel, leave clinic after visiting father. Shaken up but not badly hurt, Menderes signed accords in hospital.

CONTINUED



Fire engines must be ready to roll instantly! And Champion spark plugs see that they are. Above, Champion-equipped "pumper" in action.

Q. ALL major fire engine makers use Champion spark plugs. Why?

A. With fire engines, every call is an emergency. And Champions deliver the <u>instant starts</u> and completely <u>dependable power</u> fire engines must have. To get this performance in your *car*, put in Champions every 10,000 miles!

World's favorite spark plug—engineered for every car built by Ford, General Motors, Chrysler, American Motors, Studebaker-Packard and every major foreign maker.



IN CYPRUS, EASED TENSIONS, BUT A LONG ROAD TO PEACE AND FREEDOM

Kneeling in a Nicosia church, the young Greek Cypriots above are led in prayer by a priest. All of them have just been released from British detention camps. Now they and their Turkish neighbors are faced with the tough task of translating the new accords into real peace.

To gain Cypriot sovereignty. Archbishop Makarios agreed to give Turkey, Greece and Britain the right to intervene in case of future trouble.

He acquiesced in the establishment of a balanced republican government -with Greek Cypriots getting the presidency and a majority of parliament and the Turkish Cypriots the vice presidency and crucial veto powers. These were admittedly compromises and it was still doubtful if they would calm the passions which have so long divided the island. But for the moment, at least, there would be no more shooting and this was good.

When your TV picture tube needs replacing, remember this...

NOW...AN RCA PICTURE TUBE TO FIT EVERY BUDGET!



What is a picture tube?

The picture tube - in simple terms is actually a glass or metal bulb containing a "gun" which emits a stream of electrons. These electrons strike a layer of phosphor on the inside surface of the glass face - causing the phosphor to "glow", thus "painting" a TV picture on the face of the tube.

Two kinds of tubes

There are two kinds of picture tubes - new tubes constructed of all-new materials and parts, and also picture tubes known as "rebuilts". A "rebuilt" is simply a used picture tube that has been repaired by replacing the gun and possibly the phosphor and then reprocessed.

Actually, there's nothing wrong

with "rebuilts". Retread tires and many other reconditioned devices can give you satisfactory performance, But the quality of most rebuilt products is limited by the rebuilder's skill and know-how. With a rebuilt picture tube the big question is - will it provide you with the bright, sharp picture you want for greater TV enjoyment? Now you can be sure! There is no finer rebuilt picture tube made than the RCA MONOGRAM.

So now you have a choice in RCA picture tubes:

- RCA Silverama . . . A premium picture tube - made of all-new glass and all-new parts.
- RCA Monogram . . . No finer factoryrebuilt picture tube made.

Not just one RCA television picture tube...but a choice of two!

When the picture on your TV fades, dulls or blacks out-when your TV technician tells you the picture tube should be replaced, remember you now have a choice of two kinds of RCA picture tubes:

· RCA SILVERAMA - A premium picture tube—constructed of allnew glass and parts. Made for the TV viewer who wants the finest picture his set can deliver.

· RCA MONOGRAM-A rebuilt picture tube of dependable quality

for budget-minded TV owners. Reprocessed and tested in the same factory as RCA's premium picture tubes.

Both RCA SILVERAMA and RCA MONOGRAM are warranted for one full year...and there's a size to fit virtually every make and model TV set. Your local TV service technician can give you complete information and prices. Remember: for the best in television be sure to say...RCA.







RCA Monogram NO FINER REBUILT PICTURE TUBE MADE!

ADIO CORPORATION OF AMERICA . Electron Tube Division, Harrison, N. J.

WATERFRONT HOMESITES

in PORT GHARLOTTE

On Florida's Lovely Southwest Coast

SARASOTA

\$10 down - 25 a month

NUMBER



Enjoy boating on the Peace and Myakka Rivers, Charlotte Harbor, and the Gulf of Mexico.



Port Charlotte's broad, sandy beach.



Enjoy barbecues outdoors year-round.



Aerial view of Port Charlotte today.

yow, to meet public demand for choice waterfront homesites on terms the average American family can afford, the Mackle Company and General Development Corporation have applied the famous Mackle Plan to a new waterfront area in Port Charlotte.

As a result, you can now buy a big, luxurious 80' x 125' waterfront homesite located on a deep, navigable waterway in the thriving, progressive community of Port Charlotte, for only \$10 down and \$25 a month, which includes 5% interest.

Here, more than 1,000 families are already making full use of such facilities as the community center, shopping center, bathing beach, parks, play-

ground, and fishing pier. They are enjoying new found freedom, new pleasure in the out-of-doors, with picnics, barbecues, shuffleboard, swimming, boating, and fishing. They have such conveniences as churches and hospitals within easy reach, free school bus service, door-to-door mail delivery.

You can own one of these choice waterfront homesites for only \$10 down and \$25 a month. Just fill out the coupon and send with your \$10 deposit today. And remember, you are protected by an unconditional 30 day money back guarantee! Your \$10 deposit will be returned without question if you so much as ask for it within 30 days.

Another MACKLE-BUILT COMMUNITY through GENERAL DEVELOPMENT CORPORATION

SEND IN YOUR COUPON

Prices subject to change without notice.



We invite you to inquire about the Port Charlotte Division at Florida State Chamber of Commerce, Jacksonville, Florida. Chamber of Commerce, Miami, Florida. Chamber of Commerce, Port Charlotte, Florida. Port Charlotte Division Dept. LI-59 General Development Corporation P.O. Box 45-465, Miami, Fla.

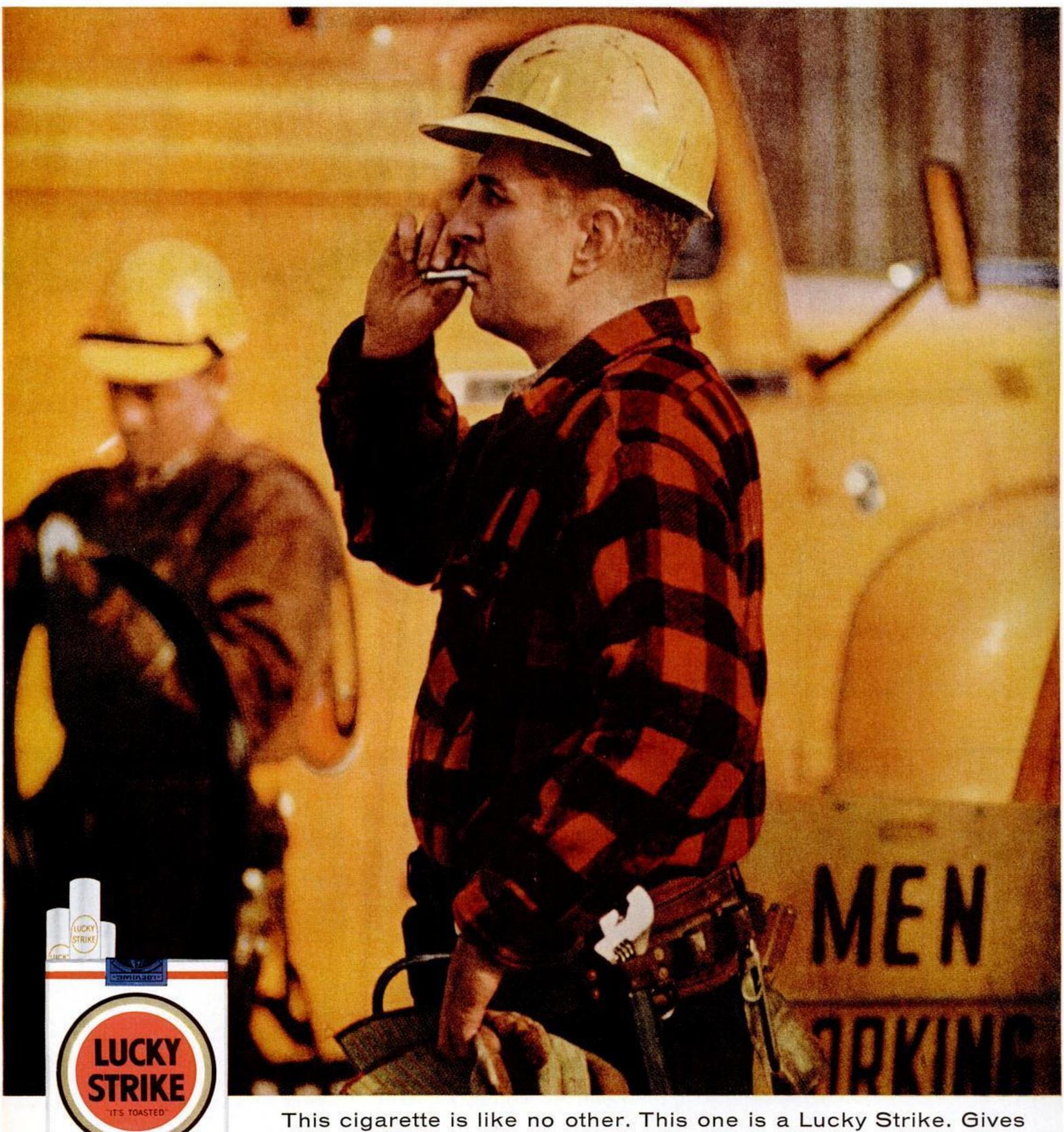
Please reserve (fill in number desired) waterfront lots (each 80 x 125 ft.) as described in this advertisement. I enclose \$10 payment on each. Rush map showing location. My deposit will be returned promptly and without question if I notify you within 30 days.

(Please print - giving name exactly as you want it)

NAME		 	
ADDRESS	3	 	

CITY.....ZONE....STATE.....

TELEPHONE NUMBER.....



This cigarette is like no other. This one is a Lucky Strike. Gives you the taste of fine tobacco—mellow and rich and unforgettable. Get the genuine article . . .

Get the honest taste of a LUCKY STRIKE

Product of The American Tobacco Company -"Tobacco is our middle name"

CIGARETTES



be the twins shows the remarkable resemblance of Thelma, Lady Furness (left), and her sister, Gloria Morgan Vanderbilt. Gloria, who suffered an eye disease in 1945. is today almost totally blind.

Long Run for Society Sister Act

Back in the Twenties, Gloria and her identical twin Thelma were known to New York society as "The Magical Morgans." A decade later their fame became international—Gloria lost a bitter, unsuccessful fight for custody of her daughter, Gloria Vanderbilt. Thelma was the close friend of the Prince of Wales and, in 1934, made a historic remark to Wallis Simpson, "Well, dear, look after him for me while I'm away and see that he doesn't get into mischief."

Born abroad, the twins set up housekeeping at age 16 in post-World War I New York. Short on resources but long on beauty and wit, they quickly made society marriages. Thelma married, then divorced James Converse, later married shipping heir Lord Furness. Gloria, the quiet one, married Reggie Vanderbilt, hard-playing great-grandson of the Commodore. He died three years later.

Though they traveled widely and separately—each has crossed the Atlantic more than 120 times—the twins have always reunited. "I don't think of us as two identities," says Thelma. "I always say we for I." At 53 they are involved in two joint ventures—a successful perfume business and a chatty, romanticized autobiography, Double Exposure (McKay), brought out last fall, which possibly gives the society world guidance on which twin was the tonier.

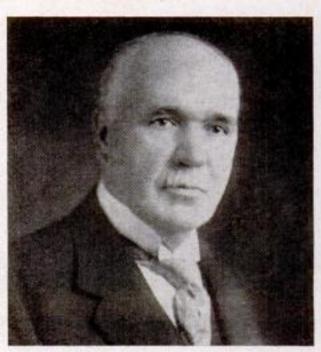
TWINS GO OVER SAMPLES IN THE NEW YORK OFFICE OF THEIR PERFUME COMPANY. GLORIA (LEFT) IS PRESIDENT, THELMA IS VICE PRESIDENT AND TREASURER







THE TWINS AT TWO were photographed in Lucerne, where they were born. Gloria (right) was christened Gloria Mercedes (see writing on picture) but she dropped middle name when the twins first came to America at the age of 11. "Nobody could pronounce Mercedes here," she recalls, "and I couldn't see going through life as Mercy."



TWINS' FATHER, Harry Hays Morgan, was over 40 years in U.S. diplomatic service. He died in 1933. "We take more after him in looks than Mother," Thelma says.



TWINS' MOTHER, Laura, was born in Chile, spoke with Spanish accent. "Mamma was hysterical and unpredictable," the twins recall, "but we adored her."



THREE SISTERS, twins and Consuelo (left), older than they by two years, were photographed in Barcelona with twins wearing First Communion dresses. "Mamma wouldn't buy us new dresses and these were old ones made over," say twins. "We looked like horrid little ballerinas." Consuelo, married three times, now lives in Majorca.



The flavors carry you away

The candy with the hole





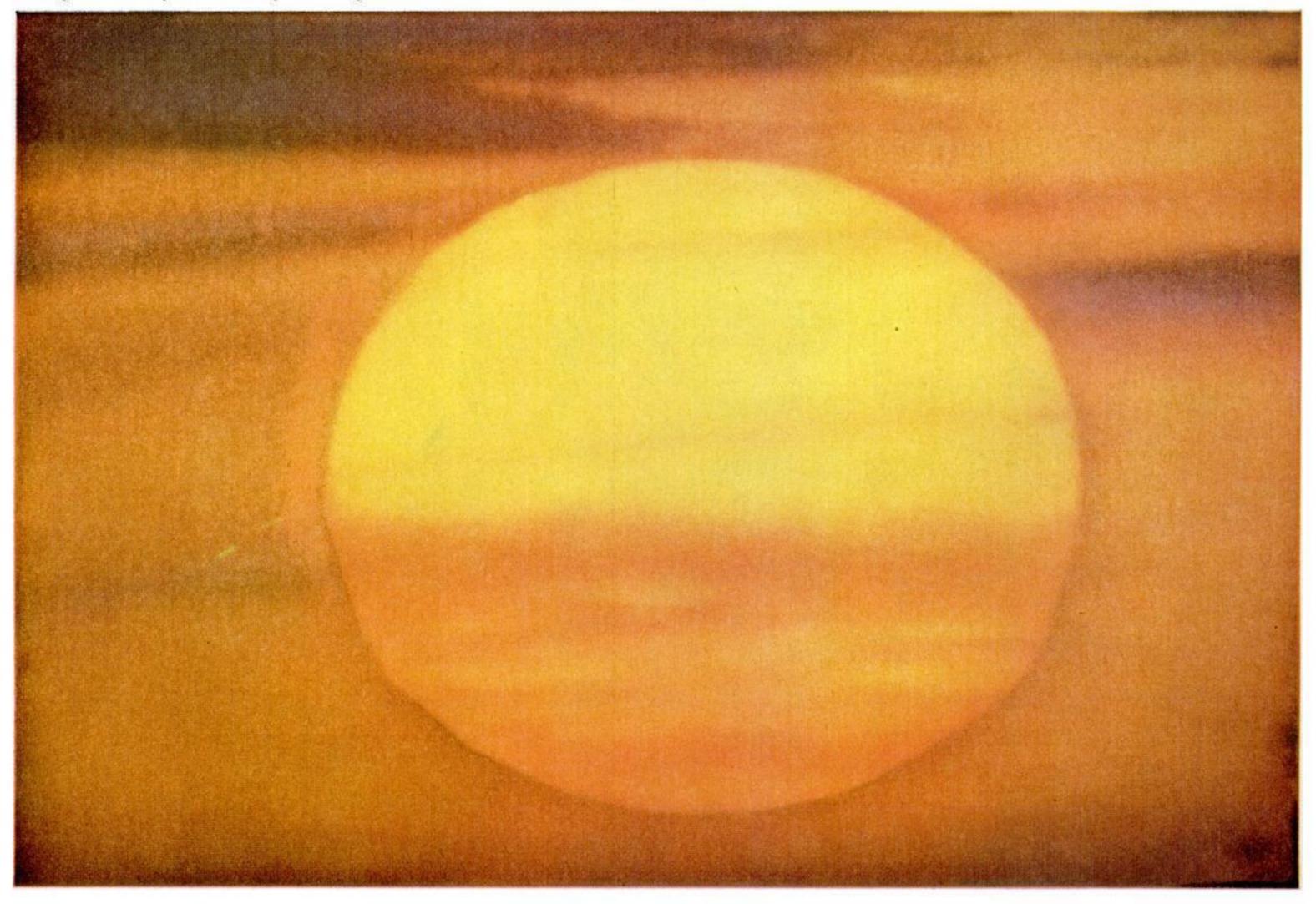
Look up to the DOUGLAS

A new and breath-taking perspective on the world of travel—as well as on the sun above you—can be yours now that the Douglas DC-8 Jetliner will be in regular commercial service this year. Because it is the world's most modern jetliner—years ahead in design and passenger comfort—flight in the Douglas DC-8 Jetliner will be unlike anything that has come before—or exists today. Pleasurable, almost unbelievable speed . . . flight high above the clouds and the weather . . . supreme relaxation aloft . . . and a wonderful

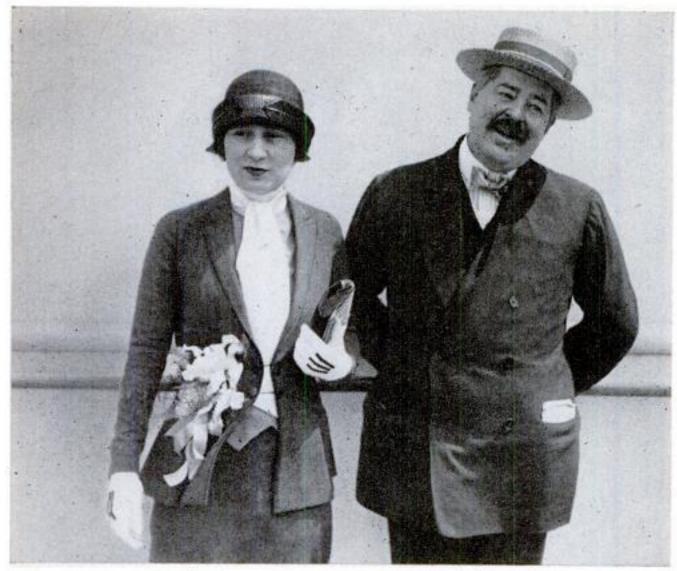
new feeling of the joy in travel. In addition, the Douglas DC-8 Jetliner will bring you a history of dependability and experience: an aviation heritage created by the DC-3, DC-4, DC-6 and DC-7 which makes airlines, pilots, and passengers "look up to Douglas."

These famous airlines already have purchased the DC-8: Alitalia-Linee Aeree Italiane • Delta Air Lines • Eastern Air Lines • Japan Air Lines • KLM Royal Dutch Air Lines National Airlines • Northwest Orient Airlines • Olympic Airways • Panagra • Panair Do Brasil • Pan American World Airways • SAS—Scandinavian Airlines System Swissair • Trans-Canada Air Lines • Trans Caribbean Airways • Transports Aeriens Intercontinentaux • Union Aeromaritime De Transport • United Air Lines

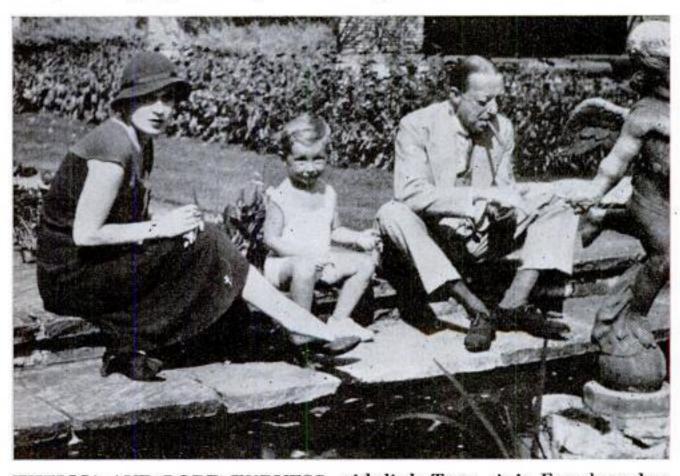
Sunset from the stratosphere—the beautiful domain of the DC-8



MORGAN TWINS CONTINUED



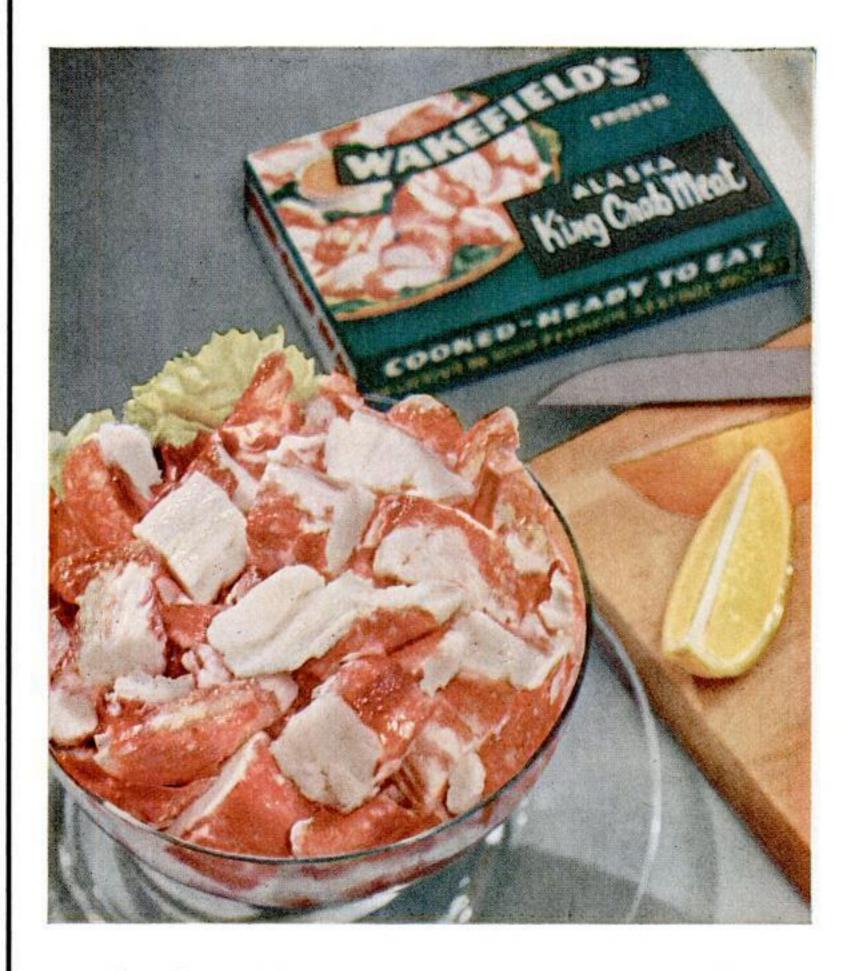
GLORIA AND REGGIE—her husband Reginald Vanderbilt—sail for Europe in 1924, two years after their marriage. Of trip, Gloria recalls, "Reggie and I went to Europe three months after little Gloria was born. I called it my honeymoon because we never had the real one. I collapsed on my wedding day—with diphtheria." Reggie died in 1925.



THELMA AND LORD FURNESS, with little Tony, sit in French garden. Says Thelma, "I was separated from Duke [Furness's name was Marmaduke] at the time, but Tony was always with me." Tony, now Lord Furness, is a budding theatrical producer in London. "Even today," says Thelma, "he comes over to see me at the drop of a hat."



ROYAL FRIENDS were guests at Lord Furness's estate in 1932. From left: Prince of Wales, Thelma, Mrs. Ralph Stobart, Duke of Kent. Furness was in Africa. "I was in love with a shy, sensitive, charming man," recalls Thelma. "That he happened also to be Prince of Wales . . . was only incidental. . . . I certainly had no desire ever to be queen."



fabulous king crab

FROZEN SEA-FRESH

ready to use in your favorite seafood ways

Imagine! The tender, delicately sweet meat of the Giant Alaska King Crab, sea-fresh on your table tonight! It's been cooked and frozen aboard ship only minutes from deep icy Alaskan waters, for you to enjoy any time. Serve it cold, serve it hot, it's a fabulous taste treat. Recipes on every package. Look for it in your grocer's freezer... and at fine restaurants.*

FREE Recipes - 28 delicious ways to serve King Crab. Includes low-calorie dishes.

Write: Wakefield's, Dept. L, Box 577, Mt. Vernon, N. Y.

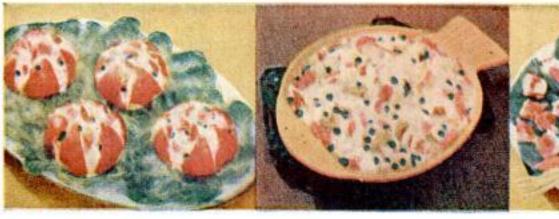
WAKEFIELD'S

frozen Alaska King Crab

Tomato Salad

Mix thawed crab meat pieces with dressing and seasonings, fill tomatoes or avocado halves. Sizzling Casseroles

Try this one — mix condensed mushroom soup, peas and King Crab. Serve on toast. Delictous! Exciting Hors d'Oeuvres
Thaw the crab meat and arrange the chunks around a cup of Mustard Mayonnaise.



*RESTAURANTS: Free quantity recipes for Restaurant and Institutional use will be sent to your business address on request.

America's most magnificent Bourbon



America is swinging to Bourbon ...and the choice is Old Hickory!

STRAIGHT BOURBON WHISKY . OLD HICKORY DISTILLERS COMPANY, PHILADELPHIA, PA.

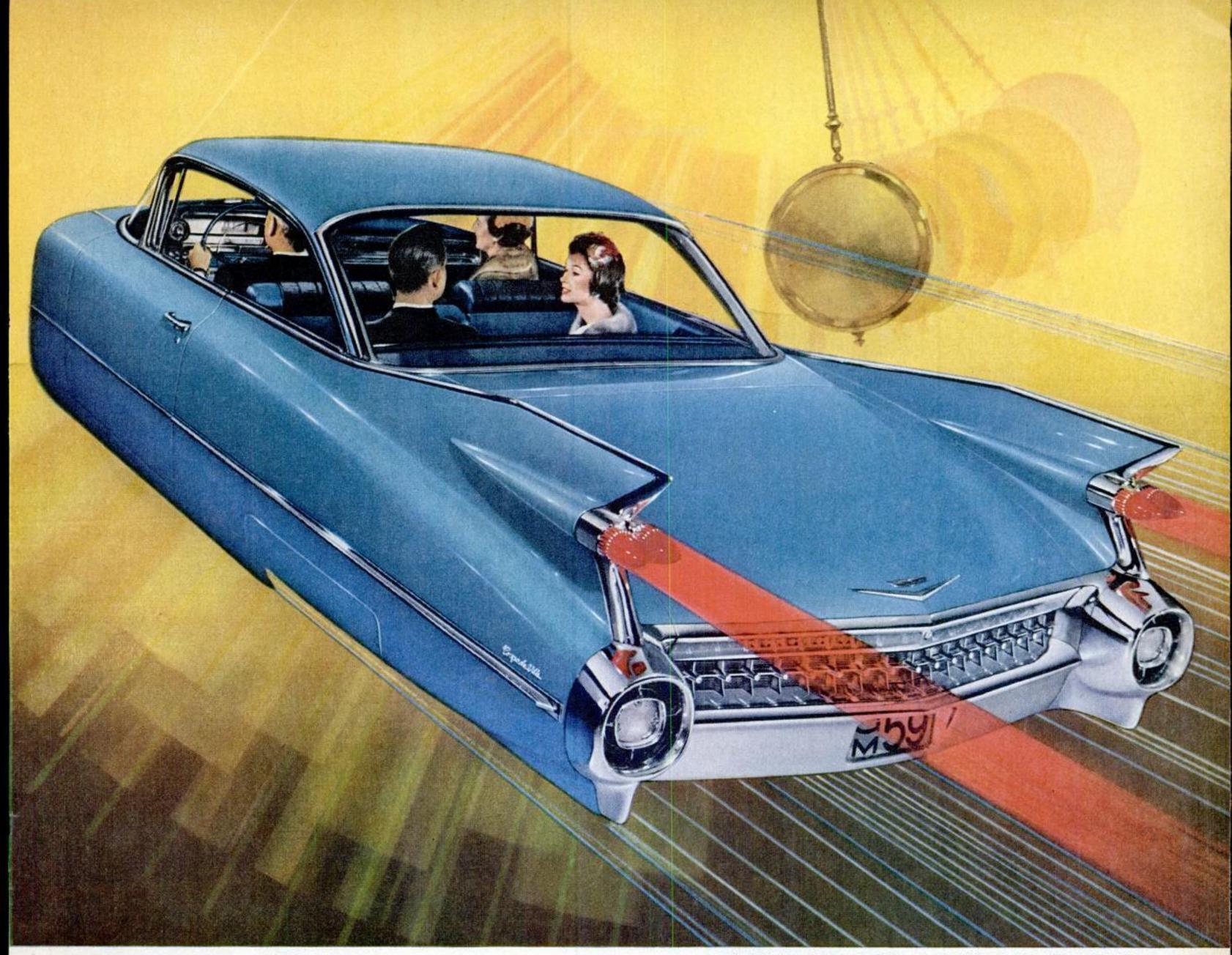
MORGAN TWINS CONTINUED



SISTERS' CHILDREN, Gloria Vanderbilt and Tony Furness, dressed up for a home movie on Long Island in 1935. "Little Gloria was scared to death I'd kidnap her and take her to Canada," says her mother, recalling the bitter fight for custody of Gloria. "There were always umpteen thousand detectives outside the door when she was here."



THE TWINS TODAY (Gloria at left) set out on trip to Philadelphia, part of a cross-country tour to promote their book and perfume. "We've become quite domesticated and our business leaves us little time for parties. But then, we've always been shy, though when we explain this to friends they laugh and say, 'You shy? Don't be idiotic.'"



The Fleetwood Body by Fisher in the 1959 Cadillac Coupe de Ville.

Makes time stand still-

THE "TIME PROOF" BODY BY FISHER

You buy *time* when you buy a new Body by Fisher—time that can be measured in *years*.

The secret? Built-for-keeps features like these:

Magic-Mirror Finish by Fisher — the new acrylic lacquer that stays bright without waxing or polishing.

Life-Span Build—a rugged, rigid steel framework designed to hand out the silent treatment for years and years.

Living-Room Interiors - with rich-looking, contour-molded carpets

and lock-stitched fabrics that take hard usage and never show it.

There are other "extras" at no extra cost: Vista-Panoramic windshields with areas increased as much as 50%; Safety Plate glass in every window, front, rear and side; the good looks of "inlaid" upholstery, deep-embossed by a Fisher-developed dielectric process.

So if you're looking for a body that is built with the extra dimension of *time*, check the "Time Proof" Body by Fisher. You'll find it only in the "GM Five": Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac.

Only the "GM Five" give you the Bonus of BODY BY FISHER.

MAGIC-MIRROR FINISH BY FISHER

After 12 months' exposure to sun and weather, a test panel with Fisher Body's exclusive acrylic lacquer finish (right) retained its brilliant color and its mirrorlike gloss without polishing.

The reflection of the model car proves it. Conventional lacquer finish (left) lost much of its color value, was dull, cloudy, and shows almost no reflection.





CHEVROLET
PONTIAC
OLDSMOBILE
BUICK
CADILLAC

A Big Spoonful of Health and Energy

POST ALPHA-BITS

A nourishing, new oat cereal your whole family will love

Here's a healthful, crisp
oat cereal that literally spells
delicious goodness. Gives you
high-quality cereal protein with
just the right amount of sugar.
Helps provide the quick energy and
body-building nourishment everyone
needs. No wonder Post Alpha-Bits is the
cereal mothers love to serve and
the whole family loves to eat.

Nourishing Goodness from to



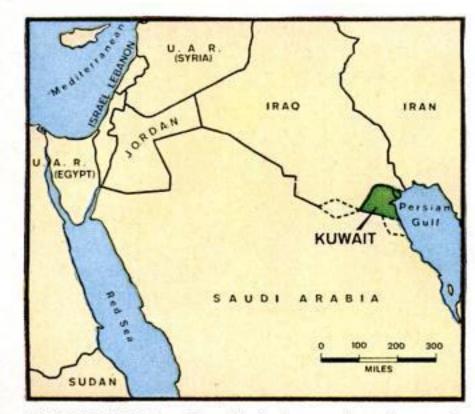
THE CEREALS THAT HAPPEN TO BE "JUST A LITTLE BIT BETTER"



Copyrighted material



CAUGHT IN AFTERNOON SUN ON DESERT, TANKS IN MINA AL AHMADI REFINERY AREA GLEAM AS RICHLY AS THE WEALTH THEY REPRESENT, REFINERY HAS BEEN



TINY KUWAIT, only a little larger than Connecticut, contains world's most concentrated store of oil. The dot-outlined areas are "neutral zones." Kuwait shares lower one, also oil rich, with Saudi Arabia.

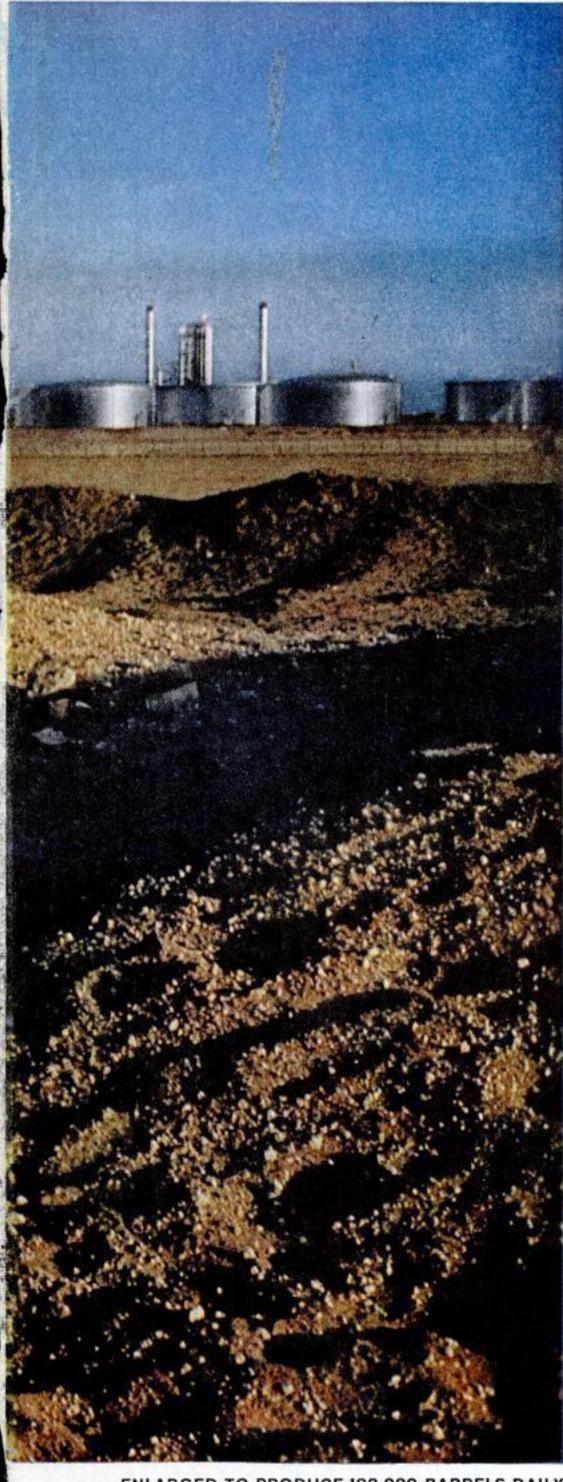
Kuwait: The Fabulous

FLOOD OF OIL BRINGS WEALTH AND WORRY

No magic conjured with Aladdin's lamp ever matched the real-life rags-to-riches tale of the Sheikdom of Kuwait. In 1946, when oil was first tapped under Kuwait's sands, the tiny, 6,000-square-mile principality on the Persian Gulf could hardly support its 100,000 souls in poverty. Its only export industry, a pearling fleet, had virtually been put out of business by the development of cultured pearls.

Today Kuwait's wealth can be described only in superlatives: richest oil reserves in the free world; fourth largest oil producer in all the world; biggest single oil pool (Burgan) anywhere; greatest oil revenue in the Middle East (\$375 million last year); the world's highest income (\$2,000) per head of population.

In theory these riches all go to one man, the head of the Sabah family which has ruled Kuwait for 200 years. In fact the wealth has enormous impact on the entire sheikdom. Formerly, Kuwait existed on a barren economy, ruled by the austere patriarchal codes of the

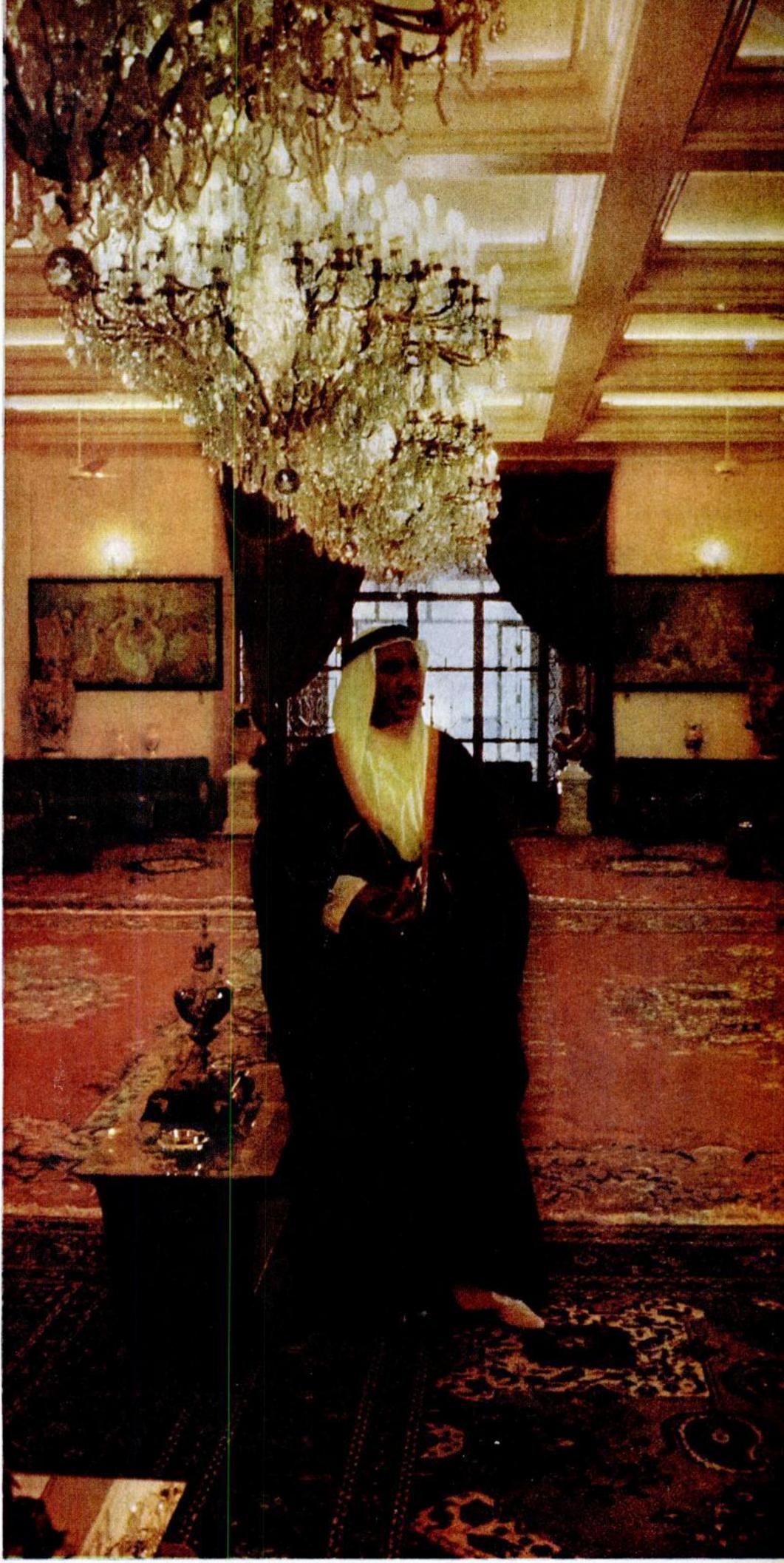


ENLARGED TO PRODUCE 190,000 BARRELS DAILY

Sheikdom

TO A SANDY REALM

Arabian Peninsula. Now sudden money has brought it into violent collision with the 20th Century. The outward signs are everywhere visible—autos, air conditioning, ostentatious display. But deeper than these are the beginnings of sophistication, the awakening of political hungers. This social revolution, and the greed which Kuwait's wealth generates in the world around it, today renders the fabulous sheikdom among the Middle East's greatest potential dangers, to itself and to the free world as well.



PRINCELY OPULENCE from oil-rich rugs, chandeliers and an air-conditioned palace-surround the

Kuwaiti Sheik Abdullah al Jabir al Sabah. Member of ruling family, he acts as minister of education.



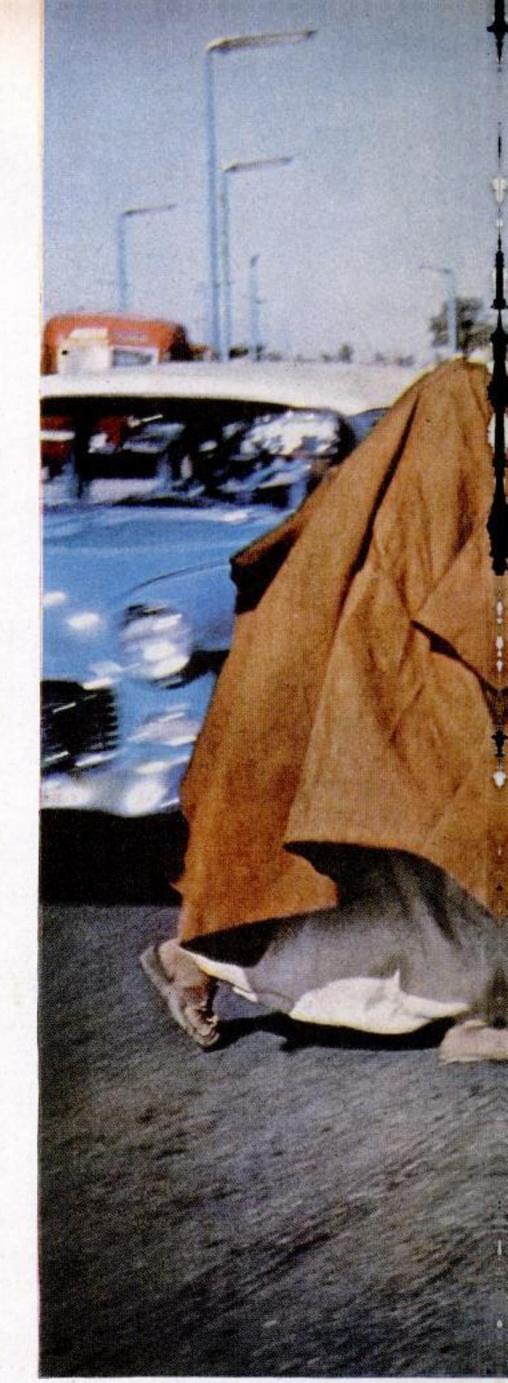
KUWAIT'S RULER, WHO BUSILY CULTIVATES FRIENDS IN OTHER MOSLEM STATES, RETURNS FROM IRAN

Burdens of huge wealth

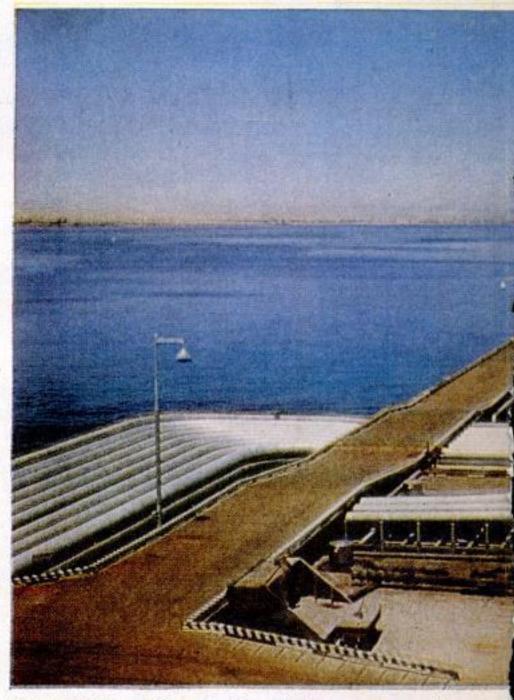
The chief burden of the truism that wealth and peace of mind go uneasily together rests on Sheik Sir Abdullah al Salim al Sabah (above), Kuwait's 66-year-old absolute ruler. Personally scholarly and abstemious—he has but one wife and keeps but one Cadillac—Sheik Abdullah is famed as a conciliator and for advanced social ideas. He has been able to keep peace with his neighbors—both Iraq and Saudi Arabia make historical claims on Kuwaiti land—and to keep his people relatively content. But maintaining domestic tranquillity is a delicate job amid fervent nationalism imported by Palestine refugees and Egyptian teachers and technicians who have helped swell the population

to 200,000. There was a frightening taste of trouble during the Suez crisis when pro-Nasser saboteurs attacked the oil wells.

Kuwait's oil is extracted by the Kuwait Oil Company, a 50-50 American-British venture owned by Gulf and British Petroleum. But the Western stake in Kuwait's stability and welfare is mainly British. For 59 years, ever since the Sabahs dared shrug off Turkish influence, Britain has guaranteed the little state's independence. In turn, since the golden flood began, Britain counts on Kuwait for a full half of her oil needs. Moreover, Kuwait's investments and deposits in London comprise an important part of Britain's sterling structure.



SYMBOLS OF THE PAST, BEDOUIN HERDERS



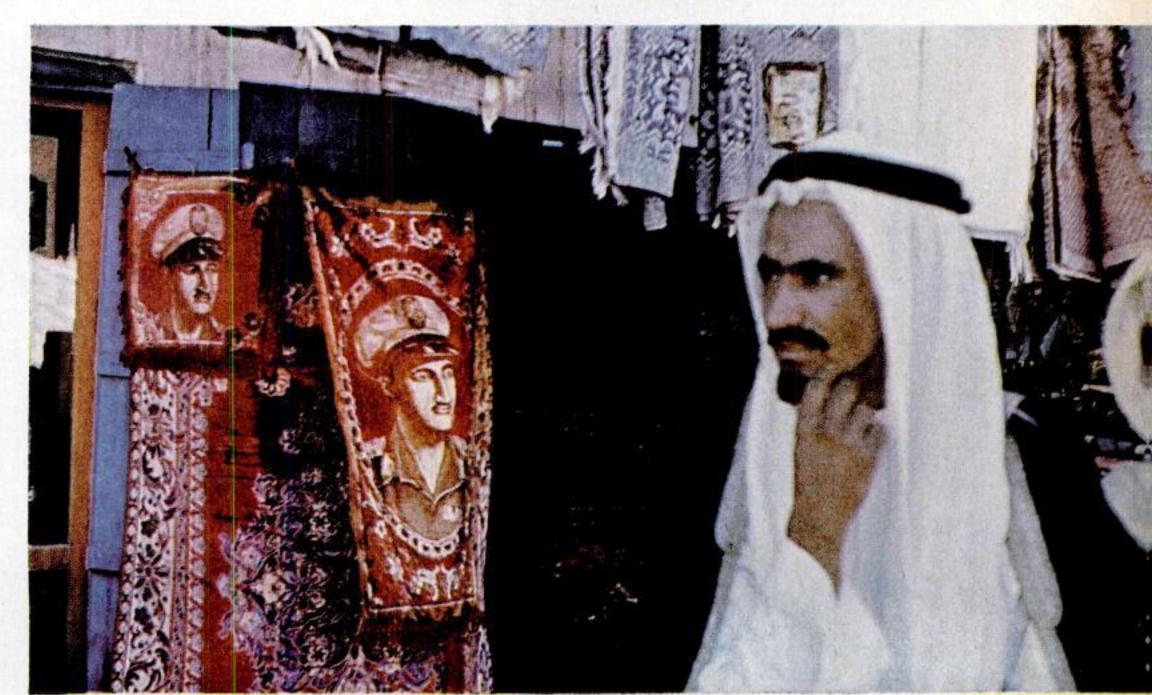
OIL DOCK at Mina al Ahmadi, largest in world, loads tankers mile from shore. Crude oil, gravity-fed



CONDUCT THEIR FLOCK THROUGH KUWAIT CITY. MODERN HAZARD TO ANCIENT WAYS IS NEW CAR TRAFFIC SPEEDING PAST NEW APARTMENTS ON PAVED STREET



through pipeline system, flows at 1.3 million barrels daily. Another dock, even larger, is nearly finished.



NASSER'S IMAGE, frequently seen in Kuwait, is here woven into rugs displayed in bazaar. Egyptian

leader of Arab nationalism is hero to younger Kuwaitis and many newcomers from other Arab states.

FABULOUS SHEIKDOM CONTINUED

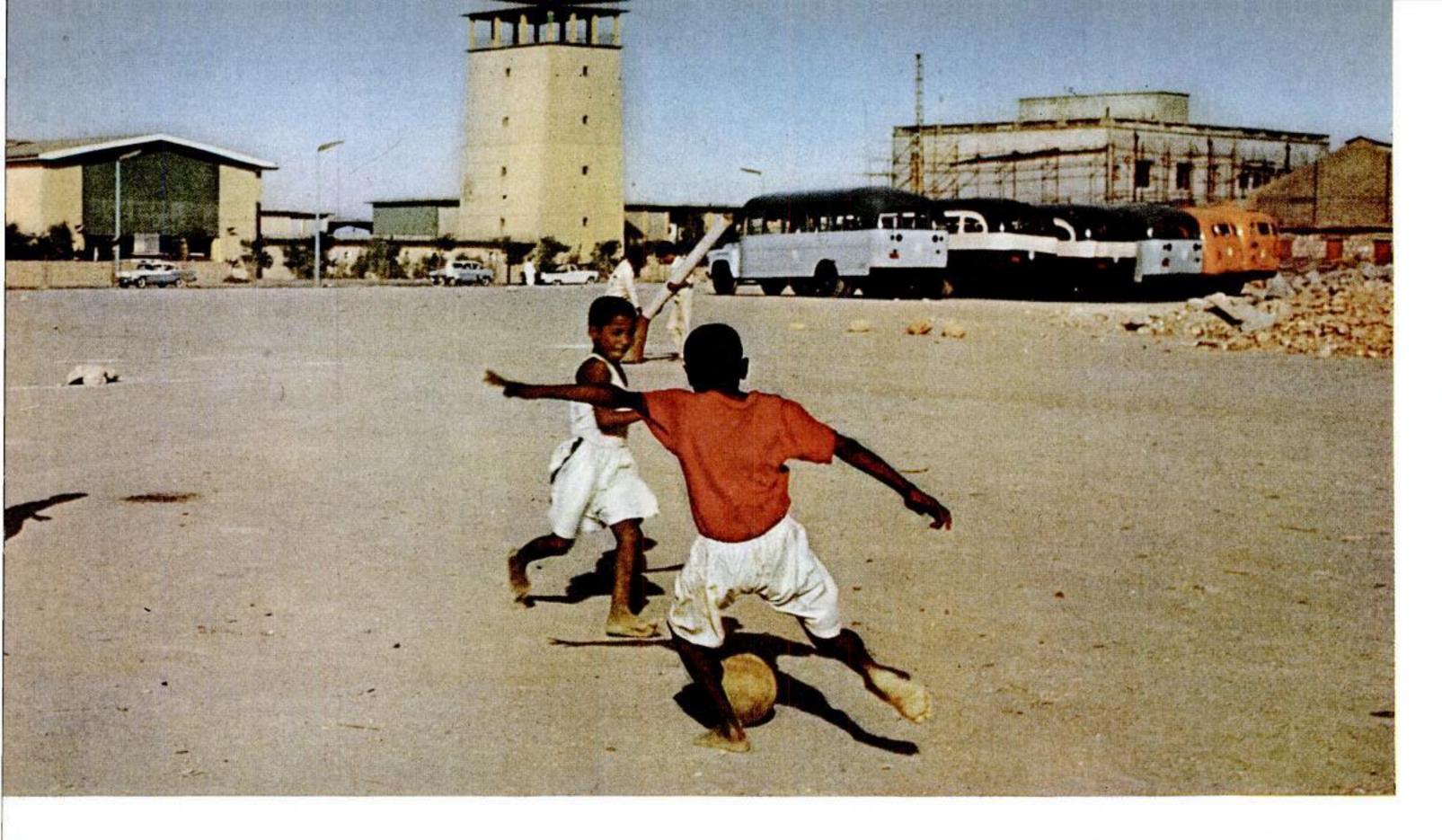


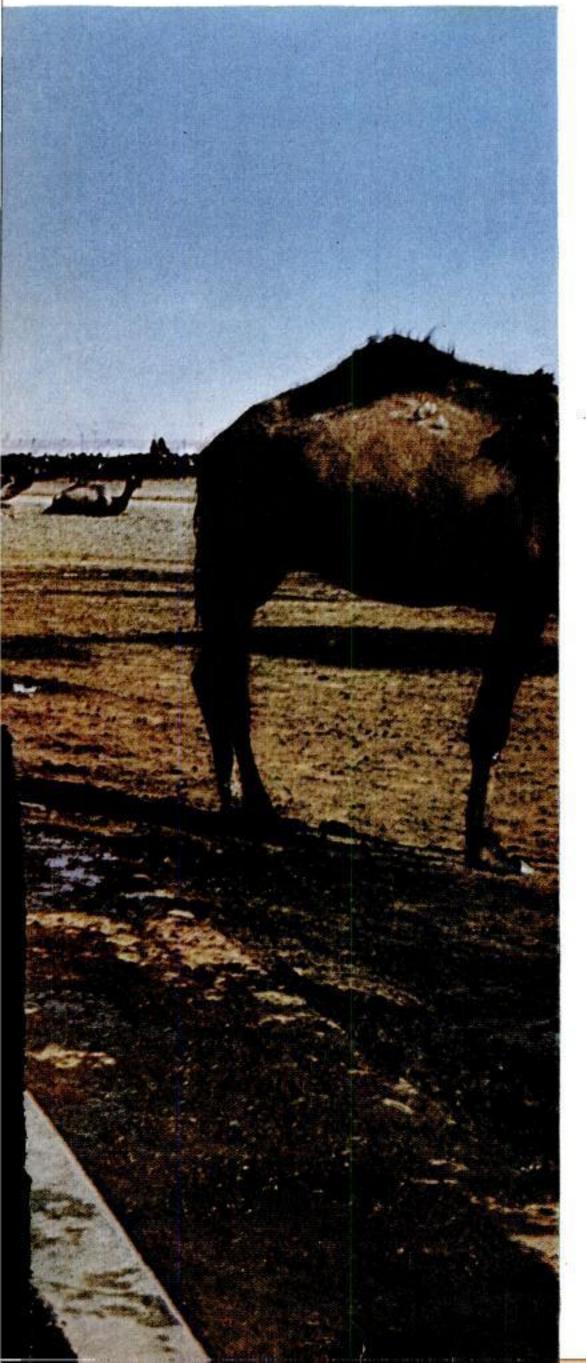
FUTURE UNIVERSITY, most ambitious aspect of sheik's desire to create Arab cultural oasis, is due to be converted from secondary to higher education in two years. Globe is gift of U.S. construction firm.

SCHOOL IN BEING, one of 74 new ones, furnishes background for modern youngsters playing soccer. At these schools, tuition, two hot meals daily, transportation, even clothes and pocket money are free.







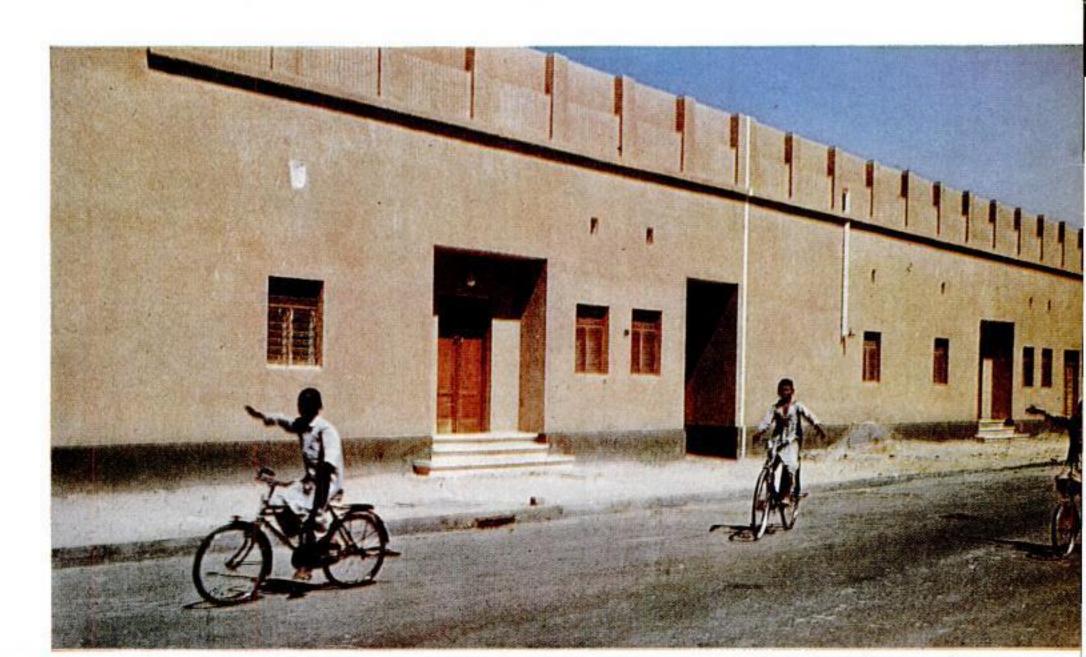


The high cost of welfare

Seeking his people's welfare and something like an economic utopia, Sheik Abdullah has turned his sheikdom into a unique welfare state. This ambitious program, which cost an estimated \$267 million in its first five years, has filled Kuwait with fine paved highways, sea water distillation plants, schools, housing developments and great electric generating plants. Six modern hospitals staffed by Western doctors are open and free to any Kuwaiti or other sufferer who cares to ask for treatment.

Unhappily, in the headlong rush to make

Kuwait modern, some things get out of joint and other essentials are untouched. Chaotic planning has built some new roads to nowhere, and booming costs plus unforeseen demands of upkeep for new facilities have occasionally overstrained even Kuwait's huge resources. The handsome new university, one of Sheik Abdullah's special prides, is used as a secondary school while Kuwaiti students, attending Cairo universities at government expense, live it up on allowances higher than the salaries Egyptian professors receive for teaching them.



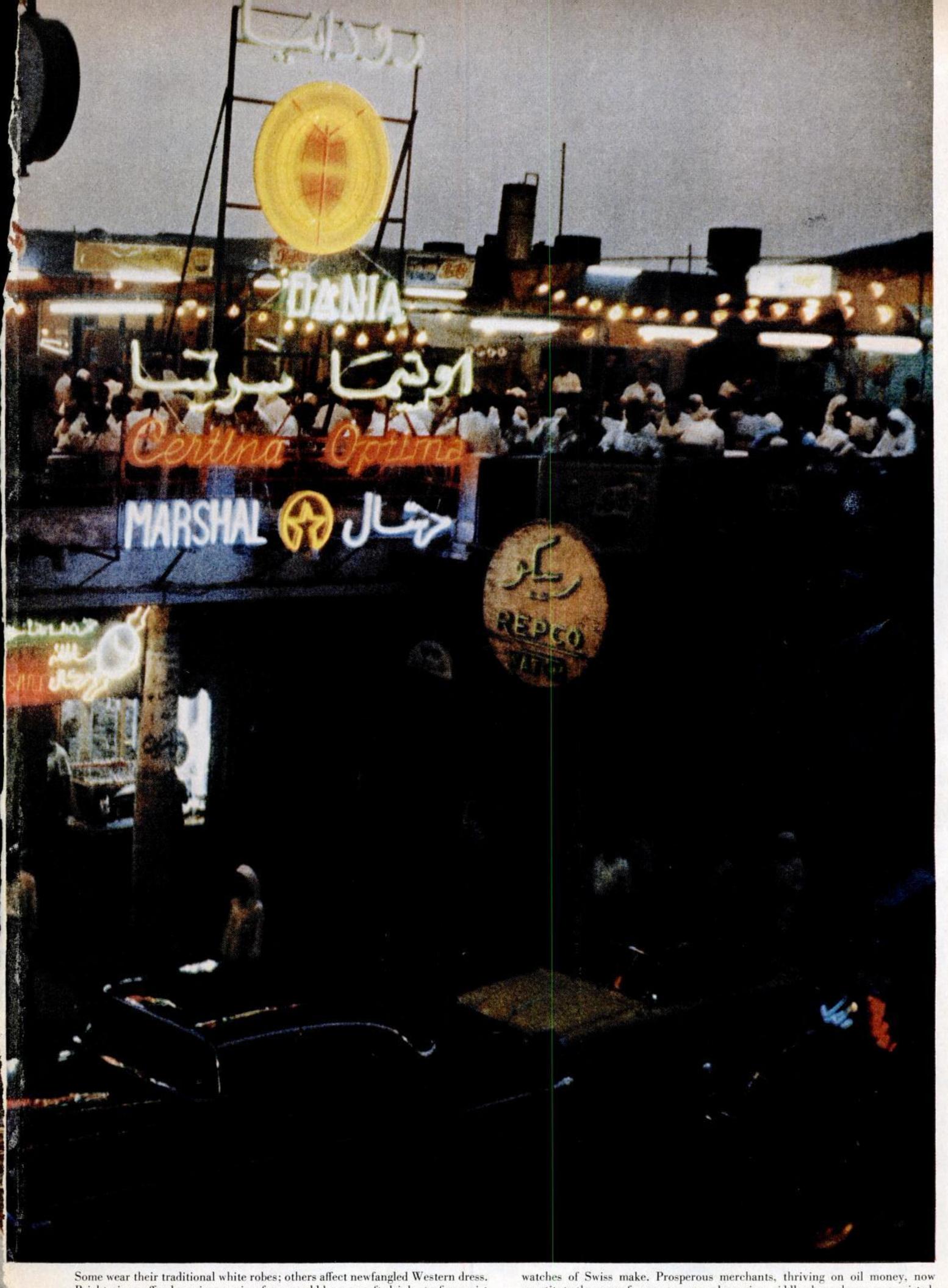
FREE WATER, in a place where all must be distilled from sea water or pumped from deep wells, comes to contented camels at oil company trough. Formerly, water came by the boatload from Iraq.

NEW HOUSING grows up in area that was slum of mud huts which sheik bought for a princely \$5,000 each and destroyed. Now children of low income section, who once had to walk, ride on bicycles.

CONTINUED



NEON-LIT NIGHT furnishes glittering testimony to Kuwait's oil-fat boom. Here after-dark loungers congregate on rooftop coffeehouse for conversation and



Some wear their traditional white robes; others affect newfangled Western dress. Bright signs offer luxuries ranging from world-known soft drinks to fine wrist

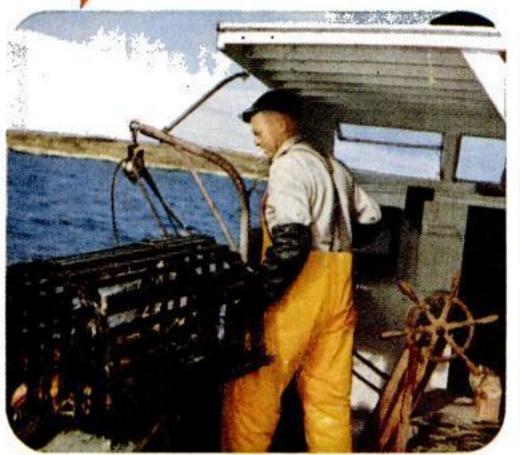
watches of Swiss make. Prosperous merchants, thriving on oil money, now constitute the core of a prosperous and growing middle class where none existed.

MEN OF **AMERICA:** LOBSTER **FISHERMAN** Live-action shots: lobster fleet Boothbay Harbor, Maine.



Sail at sunrise on the running tide!

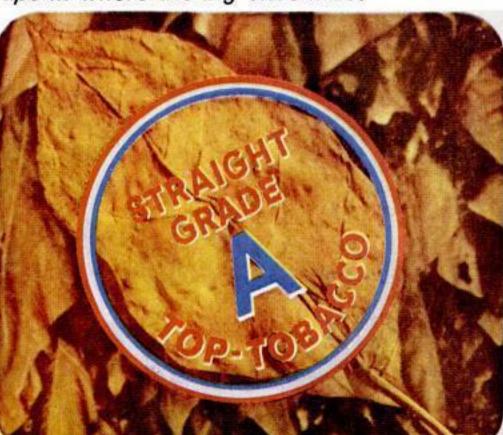
Haul the traps in where the big ones hide!



With the lobster fleet you'll find a man . . .



Stops and takes big pleasure when and where he can . . . Chesterfield King!

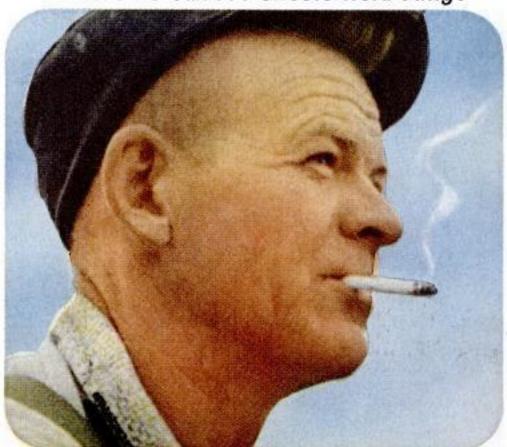


Always the top-tobacco, straight Grade-A, packed by a miracle called Accu-Ray!



Better packed top-tobacco's gonna mean . . .

CLiggett & Myers Tobacco Co.



That you're smokin' smoother and you're smokin' clean!



The very best tobacco in the U.S.A. gives you big clean flavor in a big, big way.

Join the men who know-NOTHING SATISFIES LIKE THE BIG CLEAN TASTE OF TOP-TOBACCO





NASSER CHEERLEADER, riding on shoulders of fellow Kuwaitis at celebration for United Arab Republic, whips up hurrahs for his hero's portrait.

Outsiders blow up a storm in Kuwait

Late last month sudden lurid reports from Kuwait of a "palace revolution" and a coup d'état in Kuwait worried the West. Later, when the smoke of imaginative Arab journalism hal cleared, it proved that there had been a momentary teeter in the sheikdom's perpetual and perilous balancing act. But Kuwait was much as usual: pumping oil at a furious pace, still in the hands of the Sabah family. The chief result of the trouble was that the ruling sheik's uncle and boss of security, Sheik Abdullah al Mubarak, had emerged as the sheikdom's strong man.

The brief storm had been caused by two salient truths about the fabulous sheikdom: 1) Kuwait's enormous wealth makes it the constant object of Arab world attention—and avarice. 2) Concentration of that wealth in the relatively feeble hands of the Sabahs subjects Kuwait to relentless pressures which forever threaten both the Sabah regime and the West's big stake in the sheikdom.

Aware of both the pressures and their own weakness, the Sabahs work hard to stay friends with everybody, especially their two most powerful Arab neighbors. These are Iraq, on the north, from which most of Kuwait's food comes, and Egypt, whose have-not status as an oil nation makes her peculiarly sensitive to Kuwait's wealth.

Keeping friendly with both is complicated by the fact that for

CONTINUE



KUWAIT'S STRONG MAN, Security Chief Mubarak (left), meets ruling Sheik Abdullah who rushed home from a trip abroad because of disturbances.



■ One of Niagara's million users, distinguished actor Walter Slezak:
"When I want to enjoy a feeling of relaxed well-being...I turn to my Niagara® heat
and massage unit and enjoy its marvelous benefits."

THE STORY OF ONE MILLION AMERICANS who wanted more out of living

... and how NIAGARA health equipment is helping them get it!

One million Americans who used to accept simple tension and fatigue as "part of modern life" know today that better living is possible.

What made the difference? The answer can be found in homes and offices all over America wherever a new scientific device is helping people to look better, feel better, actually get more out of living.

This scientific advance called Cyclo-Massage® equipment by Niagara combines soothing heat and gently penetrating massage, all in one remarkable unit that can be applied to any part of the body without disrobing.

HELPS ENCOURAGE NATURAL SLEEP. You enjoy a wonderful feeling of relaxation while you help relieve simple physical and nervous tension. And this action is so effective, many people use it to encourage deep natural sleep . . . without the side effects sometimes associated with drugs or pills.

When you consider that clinical research continues to affirm the benefits of using Niagara equipment, you can readily appreciate what these appliances have come to mean for the 1,000,000 Americans who now use them.

HELPFUL BOOKLET FREE ON REQUEST. An informative booklet "More Zestful Living Through Research", is now available. For your free copy mail this coupon.

NIAGARA THERAPY MFG. CORP., Adamsville, Pa.



Niagara Therapy Mfg. Corp., Dept. L-39-1 Adamsville, Pa.
Please send me the FREE "ZESTFUL LIVING" booklet and complete information.
Name
Address
CityZoneState



Mr. Smith...old in tradition but younger than ever

For Mr. Smith represents all the people who have been making Alexander Smith carpets and rugs since 1845. But this fine old craftsman is younger than tomorrow when it comes to original ideas, fresh inspiration, new fibers, new colors and designs. For instance: beautiful, random-sheared "Riptide" (shown) . . . thick, lush, multi-level carpeting of lively, luxurious, long-wearing Acrilan*. It's soil-, stain-, crush-resistant. For every room in your house . . . in 9 clear, clean colors. About \$10.95 a square yard. Be sure to ask about easy payment plans! Slightly higher in the West. *Chemstrand's acrylic fiber

Alexander Smith



How wise to relax before dinner! You're ready for a cocktail-and your cocktails are ready for you! Delicious Heublein Cocktails, ready-mixed to perfection. No work. No fuss. Simply stir with ice and serve-or pour right on-the-rocks.

NEW-BETTER THAN EVER! ALWAYS READY TO SERVE. MANHATTANS-65 proof, made with private stock blended whiskey and finest vatted vermouth. G. F. HEUBLEIN & BRO., HARTFORD, CONN.

HEUBLEIN

MANHATTAN Cocktail

you've got it made with
HEUBLEIN COCKTAILS

FABULOUS SHEIKDOM CONTINUED

centuries Cairo, chief city of Egypt, and Baghdad, metropolis of the Mesopotamian plain now called Iraq, have contended for regional influence. This rivalry between the valleys of the Nile and the Tigris-Euphrates has blazed up afresh since last summer's revolution in Iraq. Refusal of Iraq's revolutionary leader, General Karim Kassem, to adopt the Cairo-style Arab nationalism of Gamal Abdel Nasser has plunged the two big Arab states into vituperative hostility.

The dangerous pressure on Kuwait this time came primarily from Cairo from which emanates Nasser's powerful magnetic attraction. This force is so strong among Kuwaitis that last year the Sabahs reportedly tried to placate it by making a heavy contribution-running to millions of dollars—to a Nasser-sponsored Arab development fund.

But the heavy hand of Nasserism was still there. It began to be felt in January when Kuwait's scholarly ruler, filled with ambitions to nurture Arab culture, held an Arab writers' conference in his capital. The conference nearly broke up into an Egyptian-Iraqi brawl when delegates from Iraq took exception to blatantly pro-Nasser posters implying that the new Iraqi regime is ruled by "mobsterism."

The conference debacle left Kuwait seething with foreign hostilities. Nevertheless, with the approach of the United Arab Republic's first anniversary last month, Kuwait's pro-Nasserites were given permission to stage a three-day congratulatory celebration. Security boss Sheik Mubarak even contributed 50 sheep to the attendant feasting.

But this time the Nasserites went too far. As the occasion's main speaker, they brought in Radio Cairo's premier rabble-rouser, a Westhating and Iraq-hating master of invective named Ahmed Said. He unwound a freewheeling attack on the "deviation from Arab nationalism" by Kuwait's next-door neighbor, Iraq. Seemingly inspired by Said's brand of free speech, a local demagogue brought matters nearer home by attacking Kuwait's own rulers as "an out-of-date tribal system inconsistent with the advance of Arab nationalism."

Volatile Arab tempers began to flame and there were skirmishes between friends of Iraq and friends of Egypt. The normally tolerant Sabahs cracked down. Ahmed Said, the visiting troublemaker, was hustled home to Egypt. The local rabble-rouser lost his government job and passport. Two newspapers and all of Kuwait's sporting and social clubs, which normally serve as safety valves for political tempers, were summarily closed. The ruler, Sheik Abdullah, hurried home from a visit abroad, but his vigorous uncle, Mubarak, added the police to the army he already controlled. He has things in hand-for now.



STRONG MAN'S MEN, soldiers of Kuwait's 2,400-man army, mount honor guard for Abdullah's arrival. Mubarak has added 1,000 police to his forces.



STYLES AS MODERN AS AMERICAN'S NEW JET FLAGSHIPS

They are lighter, softer and more flexible than "old style" shoes—so much so that you feel a desirable difference the moment you slip them on. You see a difference, too, for these are handsome shoes for the modern man on the move (even the modern "man on the moon," in light of their jet-age styling and out-of-this-world comfort).

See your Jarman dealer for a wide selection of new spring styles—all designed to give more smartness and comfort per step, all priced to give more value per dollar.

Left: No. J4064—distinctive side buckle and square toe; highly flexible construction. Center: No. J5233—handsome center-seam style in genuine shrunken Morocco grain. Right: No. J4281—highly popular new swirl tip in a combination of smooth and grain leathers. (Each style also in brown)—Jarman shoes available at Jarman dealers and Jarman stores, \$10.95 to \$19.95 most styles.





THIS FABULOUS EVINRUDE

Hit of the New York and Chicago boat shows ... powered by two 35 hp Evinrude Larks!

ENTER THE EVINRUDE DREAMBOAT CONTEST-FEB. 21-MARCH 22

Here's a prize to stir your Gypsy blood! A gay and glamorous "houseboatof-the-future" by noted designer Brooks Stevens. Custom built and luxuriously fitted to accommodate your entire family. Powered to perfection with two famed Evinrude Larks. This answer to your dreams may be as close as your Evinrude dealer. Drop in and pick up a contest entry form.

A visit will reward you in other ways-it's Evinrude Dealer Boat Show time! A wonderful time to see the latest boats on display and the finest motors in 50 years. See these remarkable new Evinrudes with sound-sealed cushioned power . . . and thermostat temperature control . . . most efficient boat power yet produced!

Take the family to visit "dreamboat land" at your Evinrude dealer. They'll share the fun-and can help you win!



A Division of Outboard Marine Corporation In Canada: Mfd. by Evinrude Motors, Peterborough

HOW TO ENTER!

- 1. Go to your nearest Evinrude dealer (look for his name under "Outboard Motors" in the yellow pages).
- 2. Pick up official rules and entry blank.
- 3. Complete this statement in 50 words or less: "People who own an Evinrude get more fun out of life. I'd like to own a '59 Evinrude because . . . "
- 4. Mail official entry blank to "Evinrude Contest."

33 PRIZES...FOUR WEEKLY CONTESTS!

FIRST PRIZE: Fabulous Evinrude "Dreamboat" houseboat . . . hit of the New York and Chicago Boat Shows...powered by two Evinrude 35 hp Larks.

SECOND PRIZES—one each week for 4 weeks: Evinrude V-4 50 hp Starflite motor plus \$1,500 in credit at your dealer for the family boat of your choice and accessories up to that amount.

NEXT 28 PRIZES-7 each week for 4 weeks: 3rd Prize: 50 hp Evinrude Four-Fifty motor; 4th Prize: 35 hp Lark; 5th Prize: 35 hp Big Twin; 6th Prize: 18 hp Fastwin; 7th Prize: 10 hp Sportwin; 8th Prize: 51/2 hp Fisherman; 9th Prize: 3 hp Lightwin.

SPECIAL BONUS PRIZE: If you buy a 1959 Evinrude motor during the contest period and become a winner -we'll pay you the full cash value of the motor you bought in addition to the prize.













SABINA STANDS IN COSTUME WITH QUARTET OF MALE STARS IN "SPARTACUS"-KIRK DOUGLAS, SIR LAURENCE OLIVIER, PETER USTINOV AND CHARLES LAUGHTON

FAME THAT WAS ALL TOO BRIEF

Suddenly a glittering future spread out before Sabina Bethmann, a lithe and lovely 27-year-old actress with a glorious head of yellow hair and a history of 11 roles in 11 German films. The word reached her in Berlin as a wonderful present on Christmas Day. She was to come to Hollywood and work with a filmful of the movies' monarchs—with Kirk Douglas, Sir Laurence Olivier, Peter Ustinov and Charles

Laughton. She would play the slave Varinia, mate to Spartacus, the gladiator who broke out of his chains to lead the slaves against Rome.

Sabina came to the U.S., was fitted for costumes and worked hard learning lines in English, a language she still finds strange. Production started and Sabina was actually working with the greats. The world became even more golden, glorious. And this was so for two whole days.

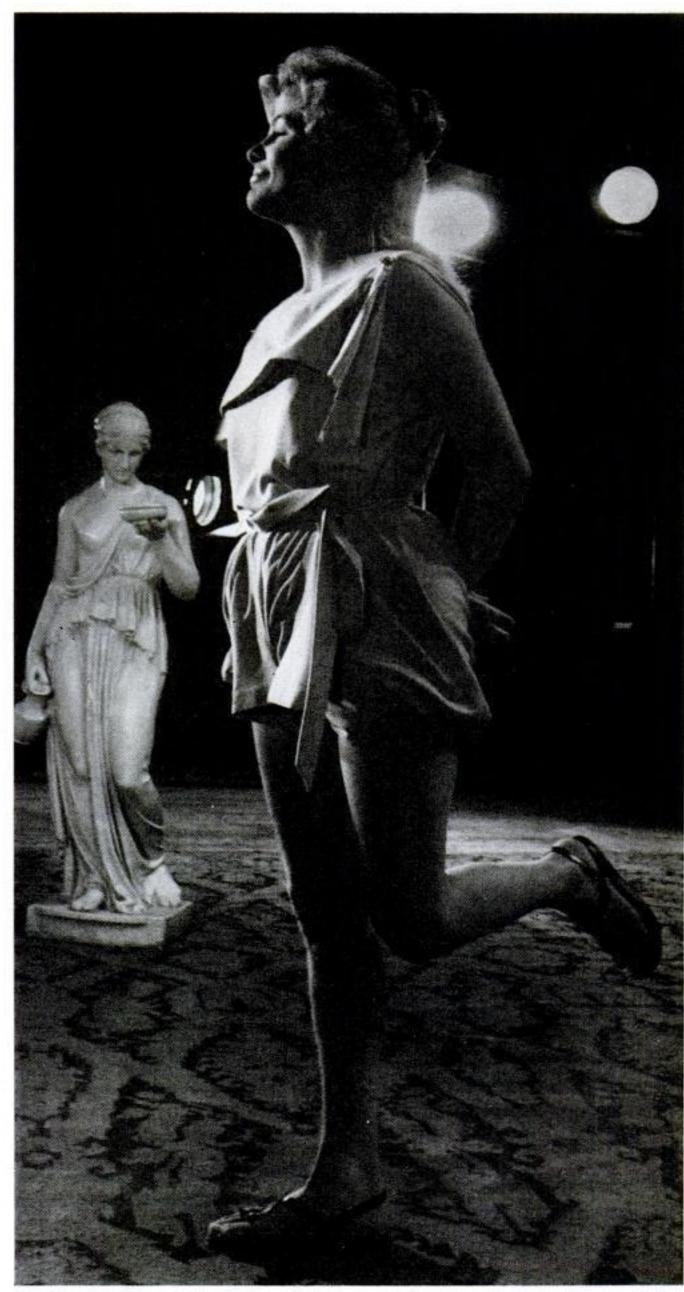








AT JOYOUS BEGINNING Sabina's fellow actor and boss, Douglas, who owns company making Spartacus, speaks approvingly to her after rehearsal.



IN HAPPY PREPARATION Sabina mocks classical pose before studio statue at costume fitting. Douglas' agents combed Europe before finding her.

CONTINUED

Now! Life insurance costs you less. The Travelers lowers rates and gives you "More-for-Less" discounts that get bigger with every dollar's worth you buy.

There's never been a better time to bring your life insurance program in line with today's cost of living and with the standard of living you want for your family tomorrow. There are two solid reasons why:

First, Travelers lowers life insurance rates. New, lower rates are effective right now.

Second, Travelers gives you new More-for-Less discounts. The more Travelers life insurance you buy, the less each dollar's worth costs you. Your cost-per-thousand goes down in a continuous sliding scale as the amount of insurance increases.

So you can buy exactly the amount of insurance you need and enjoy a maximum discount on every dollar's worth. The graphs at right show you how M-f-L differs from the so-called "step" plan.

Besides lowering rates and giving new More-for-Less discounts, Travelers guarantees life insurance costs and benefits. See your Travelers agent or broker for the protection you need at today's new, low cost.

In Kansas, rates vary as required by state regulations.

THE TRAVELERS Insurance Companies

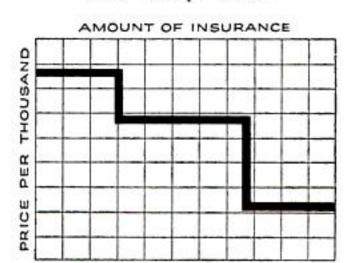
All forms of personal and business insurance including

Life • Accident • Group • Fire • Marine • Automobile • Casualty • Bonds

"More-for-Less" Plan

AMOUNT OF INSURANCE

The "Step" Plan



The red line shows how your price per dollar's worth of insurance goes down with every dollar's worth you buy over \$2,500. Under Travelers More-for-Less Plan, you can buy exactly the amount of insurance you need and enjoy the maximum discount on every dollar's worth.

Contrast this with the "step" system, which grants full discounts only at arbitrary amounts like \$5,000 or \$10,000 or \$15,000. To get a full discount, you must buy at exactly one of these steps. And this might be more or less insurance than you need.

Free! Helpful Information

Perry T. Carter, Vice President The Travelers, Dept. 2L Hartford 15, Connecticut

Please send me "How to Reduce Your Life Insurance Costs."

NAME_____

CITY_____ZONE___STATE_____



STOP BAD BREATH WITH COLGATE WHILE Fight Tooth Decay All Day!

*Brushing for brushing, it's the <u>surest</u> protection ever offered by any toothpaste!

Because of all leading toothpastes, only Colgate contains Gardol!

FIGHTS BOTH BAD BREATH AND TOOTH DECAY ALL DAY!

Colgate with Gardol is backed by published results of 2-year clinical research on the reduction of tooth decay. And of all leading toothpastes,† only Colgate contains Gardol to form an invisible, protective shield around your teeth that fights decay all day. Colgate stops mouth odor all day for most people, too! Ask your dentist how often to brush your teeth. And remember! Nothing takes the place of brushing-and nothing brushes better than Colgate!



For New POWER PACKED FINGER-TIP COLGATE EASE-DENTAL CREAM America's First Aerosol Dentifrice! Simply remove red cover, touch the top and release the desired amount of with GARDOL COLGATE DENTAL CREAM with GARDOL!

TTOP THREE BRANDS AFTER COLGATE . . . GARDOL IS COLGATE'S TRADE-MARK FOR SODIUM N-LAUROYL SARCOSINATE.



CLEANS YOUR BREATH WHILE IT CLEANS YOUR TEETH

THE DARK SHADOW that fell over Sabina was in reality lovely Jean Simmons called in to take over role. Ustinov, Kubrick and Douglas welcome her.

DOWN CAME THE CURTAIN

But even as Sabina worked to get her role right, troubles bubbled up all around her. Director Anthony Mann, in disagreement with Douglas as to the form the film should take, resigned. A young director, Stanley Kubrick, was called in and he demanded a more experienced actress in Sabina's role. So one day the casting director visited Sabina to tell her that her dreams had been, at the very least, postponed. Sad but brave, she began to make plans for her trip home. She did have her pay-\$35,000-to show for her two days' work in Hollywood.



SAD MEMORIES remain as Sabina sits fingering script she will never play. She flies to meet her husband, a violinist touring with Berlin Philharmonic.



ONLY THE NEW WESTINGHOUSE REFRIGERATOR

KEEPS MEAT FRESH 7 DAYS

without freezing!



New Cold Injector System keeps all foods better keeps them so well, you need shop only once a week

This is not only the refrigerator with the freshest cold system, it's the freshest looking! Sits cleanly like a built-in against walls and cabinets—no coils to catch dirt. Has new vertical color panels to make the cabinet look slimmer, trimmer, smarter. Even the shelves are a joy—load them as you will—they still glide out easily. Whatever refrigerator you're consider-

ing, you simply must see the new "Shape of Tomorrow" Westinghouse. Prices start as low as \$199.95 at your Westinghouse Dealer's.

Choice of 7 vertical panel colors. Frosting Pink, Mint Aqua, Cinnamon, Lemon Yellow, Apple Red, Light Oak, Mahogany.

Choice of 5 refrigerator colors. Mint Aqua, Lemon Yellow, Frosting Pink, White, Coppertan.

YOU CAN BE SURE ... IF IT'S Westinghouse

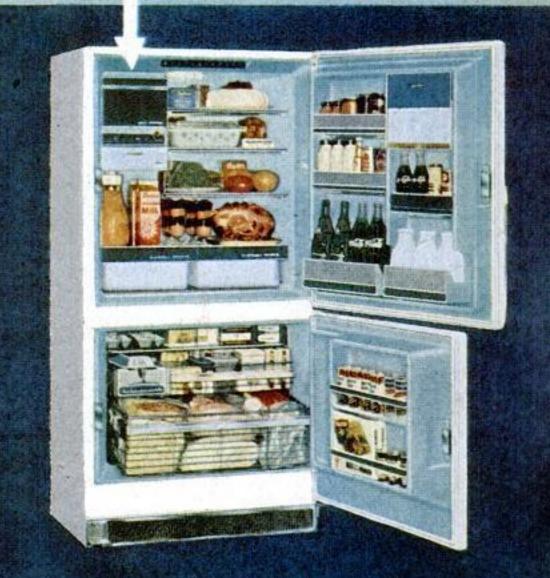
WATCH "WESTINGHOUSE LUCILLE BALL—DESI ARNAZ SHOWS"—CBS-TV MONDAYS







NEW MEAT KEEPER
EVEN KEEPS HAMBURGER
STORE-FRESH A WEEK

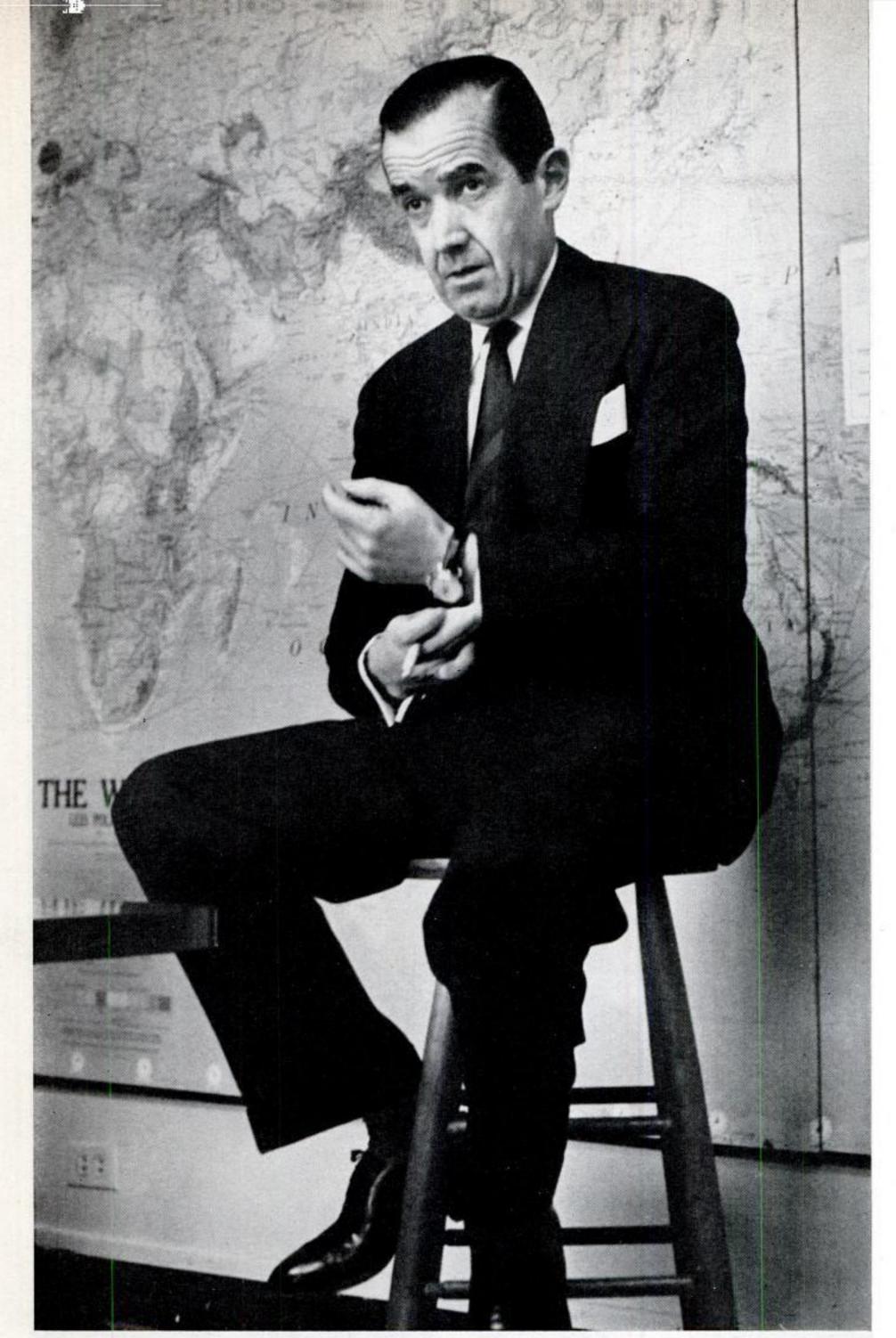


DOOR SHELVES SO THOROUGHLY CHILLED, THEY EVEN KEEP MILK FRESH

CRISPER DRAWERS EVEN KEEP LETTUCE CRUNCHY-CRISP A WHOLE WEEK

FROST-FREE

REFRIGERATOR WITH GIANT SEPARATE HOME FREEZER



IN HIS CBS OFFICE, MURROW MAKES PLANS FOR WORLD TOUR HE WILL TAKE DURING HIS LEAVE FROM TV

NOW YOU DON'T 'SEE IT NOW'

Murrow, TV's star and sharp critic, takes year off

About the only thing television's detractors and defenders could agree on is that Edward R. Murrow gives the medium a measure of stature. His thoughtful Columbia Broadcasting System programs stand so far above the usual channel clutter that the comparison is embarrassing to many in the business. Murrow in turn has been embarrassed and appalled by most of what TV puts on. He has publicly told broadcasters that their avalanches of escapist entertainment were blocking TV from more abrasive realities. But last week, when Murrow decided to take a year's absence from deadline-type TV, even CBS's most hard-sell time salesmen were sure he would be missed. Murrow, once a vice president of CBS, was

always a man apart at television's high levels because he held that information mattered more than entertainment. That it also cost more and often earned less was a difficulty he tried to cope with by both entertaining and informing. He visited celebrities' homes on his frilly Person to Person show. But he also examined the background of the news with See It Now and brought world figures together in conversation on Small World. On See It Now, before CBS cancelled the show, he had memorable encounters with memorable men (right). When he announced his sabbatical, Murrow said he would still contribute Small World conversation shows and be back at his desk after a lot of traveling and unhurried thinking.



WITH LOUIS ARMSTRONG Murrow produced TV documentary of trumpeter's first visit to African Gold Coast.



WITH PANDIT NEHRU on monitor, Murrow and aide Fred Friendly await start of an interview show on India.



WITH HARRY TRUMAN, commentator produced his hour-long television version of the ex-President's memoirs.



HERE'S HOW TO SEE MORE OF EUROPE

THE NEW SABENA WAY

Before you go, get all the information you need to get the big fun out of going to Europe! Learn about the real Europe... the famous landmarks and the out-of-theway spots, the big hotels and the little ones, thousands of timely facts! Send for SABENA's great new "Holiday Abroad" package, described below.



NEW "HOLIDAY ABROAD-1959"!

The greatest tour book ever! 140 pages, many in full color! All of the facts, figures, pictures needed to help you see more and do more in Europe! Like having an expert guide always at your side! You also get a giant map. And...



PERSONAL VACATION PLANNER!

Helps you plan your own trip ahead of time like a travel expert, budget it like a banker! Included FREE, with your copy of "Holiday Abroad — 1959!" Plus...



SPECIAL RCA VICTOR OFFER!

Free of extra charge with "Holiday Abroad — 1959" a 45 rpm RCA Victor Highlighter record, featuring one selection from each of the six new RCA Victor "Holiday Abroad" albums. Also, free \$T coupon towards purchase of one of the "Holiday Abroad"® albums.

ASK YOUR TRAVEL AGENT

ABOUT THE NEW SABENA WAY

A STATE OF THE PARTY OF THE PAR	orld Airlines, 720 Fifth Ave., N	
	Dept. HAL-2. Enclose \$2, get comp	
	Abroad" package. Money back g in 7 days if not entirely satisfied.	
NAME		
ADDRESS_		
CITY		_
ZONE	STATE.	
	PLEASE PRINT	

SEQUEL

THE SOBER RETRIAL OF A CUBAN KILLER





STANDING, BLANCO HEARS SENTENCE READ BY CLERK (LEFT). TRIBUNAL FOUND HIM GUILTY OF 62 MURDERS

When Batista officer Captain Jesús Sosa Blanco (top, right) was first sentenced to death, his trial was not so much by law as by a jeering mob (Life, Feb. 2). This week, as Fidel Castro faced up to his real responsibilities and took over as prime minister of Cuba, Blanco was tried again. The verdict was the same. But the trial, resulting largely from U.S. outrage at the first one, was vastly different.

Unmanacled this time and free to challenge hostile witnesses, Blanco fought his case in a crowded but quiet Havana military court room (above), unharried by TV cameras, floodlights and heckling. His lawyer skillfully attacked hearsay evidence. He was convicted mainly because of a letter from Blanco's own former commander complaining of his brutalities. The dignity of simple justice lent dignity to Blanco's execution. "I forgive you," he cried to the firing squad, "and I beg your forgiveness."



PLEA FOR MERCY, staged by relatives of political prisoners, begs Castro to "STOP THE EXECUTIONS."



Statue of Apollo, Pompeian Ruins

SEE MORE OF EUROPE

Get the big fun in Europe! Get more than just a transatlantic flight! Go the new SABENA way and have fun before you go, planning your trip right in your own home! Have non-stop fun on the way! And when you land, have the big fun... see more of Europe ... the real Europe!



BELGIAN World AIRLINES

Sabena Belgian World Airlines Building • 720 Fifth Avenue • New York 17, N.Y.

A CONTRACTOR AND CASE

THE NEW SABENA WAY!



Plan your trip in your own home from a wealth of facts, never before available! Make out your own "personal" itinerary and get more from every hour, every dollar! (See SABENA's "Holiday Abroad" package offer on opposite page.)



2 Fly to Europe the continental Belgian way on a superb DC-7C. All women passengers may join the Lady Sabena Club, enjoy extra luxuries in Europe, Africa, Middle East! Lowest available down payments! Includes fare, hotels, other items!



3 See the real Europe! "Beforeyou-go" planning, in cooperation with SABENA and your travel agent, shows you more of Europe...out-ofthe-way and famous places. Sightsee, by S-58 helicopter to the "Heart of Paris" at no extra fare!



SKIMPILY CLAD GIRLS IN BOSTON PERFORMANCE HOLD BOWLS OF FIRE AS WITCH DOCTORS PREPARE TO DO FIRE-EATING DANCE IN HONOR OF DEAD HERO

New York Says Tsk Tsk at African Attire

There was no public protest at all in the supposedly staid cities of Boston and Philadelphia when three girls in the touring Ballets Africains did a brief bare-bosomed dance a few weeks ago. Even the decorous *Christian Science Monitor* praised the folk dancers. But last week New York City, which boasts of its broadmindedness, objected. The license commissioner obliged the girls to put on brassieres.

The ballet group, composed of 27 African Negroes mostly from Guinea, cuts such ethnic capers as voodoo rites and fertility dances, and does the bare-bosomed act as part of an authentic native ritual. The troupe opened in Paris in 1952 and went on to become a big success all over Europe and South America—and now in New York. Abroad its casual display of nudity has been banned only in London and Tel Aviv.



Enter Alcoa Wrap's

\$100,000 Wagon-Load Gontest!



10 Rambler V-8 Station Wagons

PLUS—OVER 1000 ADDITIONAL PRIZES

YOU CAN WIN! Over a thousand prizes, so your chances are great! If you're one of the ten firstprize winners, a brand new 1959 Rambler Rebel V-8 Custom Cross Country Station Wagon, luxuriously equipped, is yours-plus \$500 worth of

groceries from your favorite food store. And what a wagon! Gives you Rambler handling and parking ease combined with smooth economical V-8 performance. It's a snap to enter the Wagon-Load Contest, so get your Alcoa® Wrap now.



How to enter? It's easy! Here's all you do:

Just complete this sentence in 25 additional words or less: "I like strong Alcoa Wrap because_

Print or write your entry on a plain sheet of paper. Fill out the coupon in this ad. Then attach entry securely to coupon

together with a Better Packaging Label from the lid flap of any size package of Alcoa

Wrap. Enter as many times as you like, but be sure to attach your name and address, the name and address of the store where you purchased your Alcoa

Wrap and a Better Packaging Label to each entry. Entries will be judged on the basis of sincerity, originality and aptness of thought. Entries will be judged by the Bruce Richards Corporation. All entries become the property of Alcoa, and none will be returned.

Entries must be postmarked no later than midnight, April 20,

1959, and received no later than midnight, April 30, 1959. Winners will be notified by mail as soon as possible, and a com-plete list of winners will be available to any person who requests the list and sends a stamped, self-addressed envelope approximately eight weeks after the close of the contest. Prizes will be awarded in order of retail value. One prize to a family. Duplicate prizes in case of ties.

This contest open to all residents of the continental United States and its possessions, except employees of Alcoa, its advertising agencies and their families. Subject to all federal, state and local laws and regulations.





	SEND TO: ALCOA WRAP WAGON-LOAD CONTEST, BOX 1622, NEW YORK 46, N.Y.
	NAME
	ADDRESS
	CITYZONESTATE
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	STORE WHERE ALCOA WRAP WAS PURCHASED:
	i Name
AND	NAME
\$	ADDRESS
FOIL XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	Remember to attach your entry and a Better Packaging Label from any size package of Alcoa Wrap to this coupon.
STRONGEST because it's smooth BEST because it's strongest	



Fresh from Kellogg's of Battle Creek

Tigers alive, are these flakes of corn ever crisp! They're the ones the world likes best, you know—with a secret sugar frosting toasted

clear through every flake. When Kellogg's started making them they were just for kids. But nowadays, lots of tigers—big ones and little ones—roar out for 'em every morning. Do you have enough?

Put a tiger on your team!

Put a

SUGAR FROSTED FLAKES

1959 by Kellogg Company

Copyrighted material



MRS. PATRICK GUINNESS, WHOSE HUSBAND IS THE HALF BROTHER OF THE AGA KHAN, WEARS A BLACK LACE DIOR GOWN IN HER MOTHER'S PARIS HOUSE

New Styles on Best Dressers

NOTED EUROPEANS MODEL OWN CHOICES FROM CURRENT COLLECTIONS

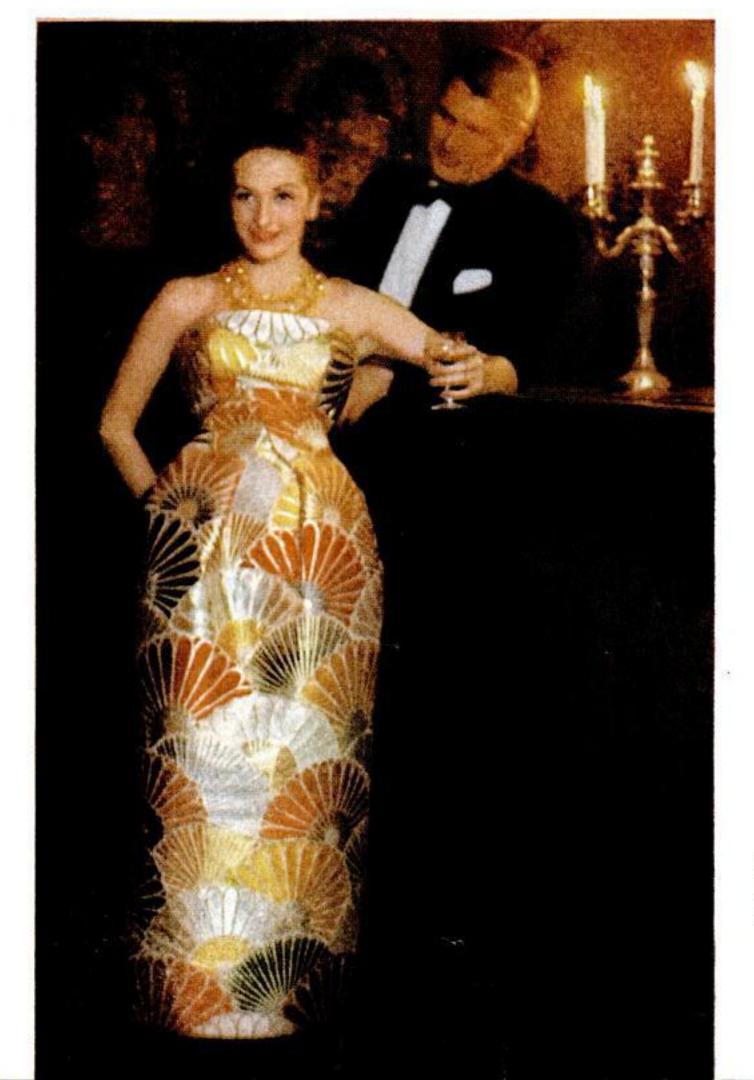
With the current Paris collections, those privileged, often beautiful ladies who are uppermost in the minds of most couturiers when they design felt that they had once again come into their own. These are the private customers, the small select group of women whose names connote wealth or aristocratic lineage and whose flawless taste puts them among the world's best dressed. These clients choose their clothes for timelessness as well as for high style and they found this season's collections ideal. The latest clothes in general were simple and young looking, an enduring combination that also appealed strongly to American buyers who bought

more heavily than they had in the recent years of fashion upheaval.

On the following pages some of the private customers are shown in their own selections from the spring collections—they usually add three or four haut couture outfits to their wardrobes each season. This year their choices reflect the casual note for daytime wear and a great variety of evening gowns, ranging from the romantic Spanish-style gown above to slim easy-fitting shafts of satin (next page). Many evening dresses, which cost from \$500 to \$1,200, were ankle length and covered-up, but because of their rich fabrics they were just as formal as the full-blown strapless ball gowns of the past.



COUNTESS CONSUELO CRESPI and husband Rodolfo arrive at Rome party. American-born Consuelo, world's best-dressed woman last year, wears gown by new Italian designer Irene Galitzine. Its long skirt doubles as wrap.



Gala Evening Garb for Elegant Continentals



ATHENA ONASSIS, wife of Greek shipowner Aristotle Onassis, stands in the salon of her Paris home. She wears Jean Dessès draped chiffon dress which she selected for its fluid classical lines. With it she wears long diamond earrings.

DORIS KLEINER, a Chilean-born beauty now living in Paris, visits Dinarzade, a white Russian nightclub, wearing an ankle-length evening gown by Cardin. It is made of rare Japanese fan-print brocade, which costs \$75 a yard.



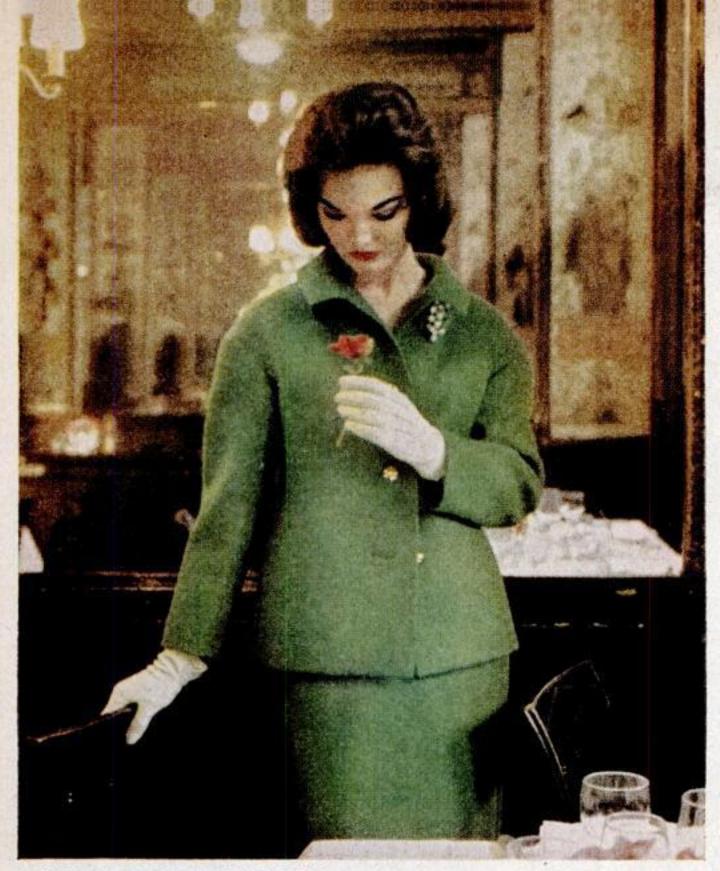
VICOMTESSE DE RIBES wears her latest Dior evening gown in the tapestry-hung living room of her father-in-law's Paris house. The vicomtesse usually buys three things from each Dior collection: a suit, a daytime dress and

an evening gown. This one of pale satin is ankle length with wide matching stole, has an easy, supple fit. With it the vicomtesse wears a very pale matching lipstick, which is an increasingly popular make-up color in Europe, and coral earrings.



HENRIETTA TIARKS, a London postdebutante, models a silk cocktail dress by Crahay of Nina Ricci. She liked it for its deep neckline, tiny waist and wide leather belt. It was probably the single most popular dress in Paris this season.

JEAN SEBERG, the young movie actress who is now Mrs. François Moreuil, chose a hooded taffeta coat by Guy Laroche. Here accompanied by her husband, she wears the coat to dinner at Le Petit Pavé, a fashionable new restaurant.

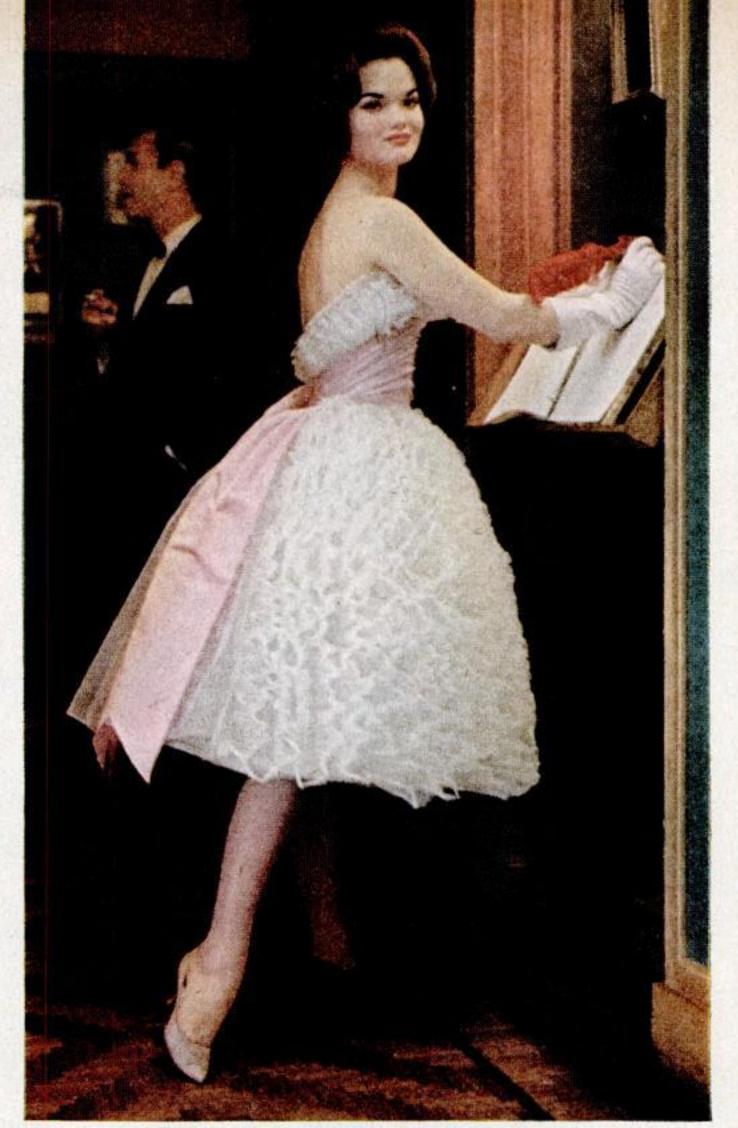


MISS TIARKS IN SUIT, man-tailored by Ricci, lunches at the Grand Vefour. A departure from soft suits of recent seasons, it is in popular "poison" green, has roll collar, dropped shoulders. Bottom button is meant to stay open.

Young Set's Big Find

The younger generation of private customers found a new favorite in Paris this year. He is Jules-François Crahay who, having worked quietly as an associate designer with the firm of Nina Ricci for six years, turned out his first singlehanded collection. It was a huge success. He showed a small group of well-made but relatively low-priced clothes whose youthful silhouettes and daring innovations have already brought the Ricci house six times as much business as it had last year. Easy-to-wear clothes were the rule at a number of other collections as well, some of which were criticized for looking more like New York's Seventh Avenue than like Paris. But Guy Laroche's wearable outfits still kept enough of the French flavor to make Iowa-born Jean Seberg look like a native Parisienne (below).

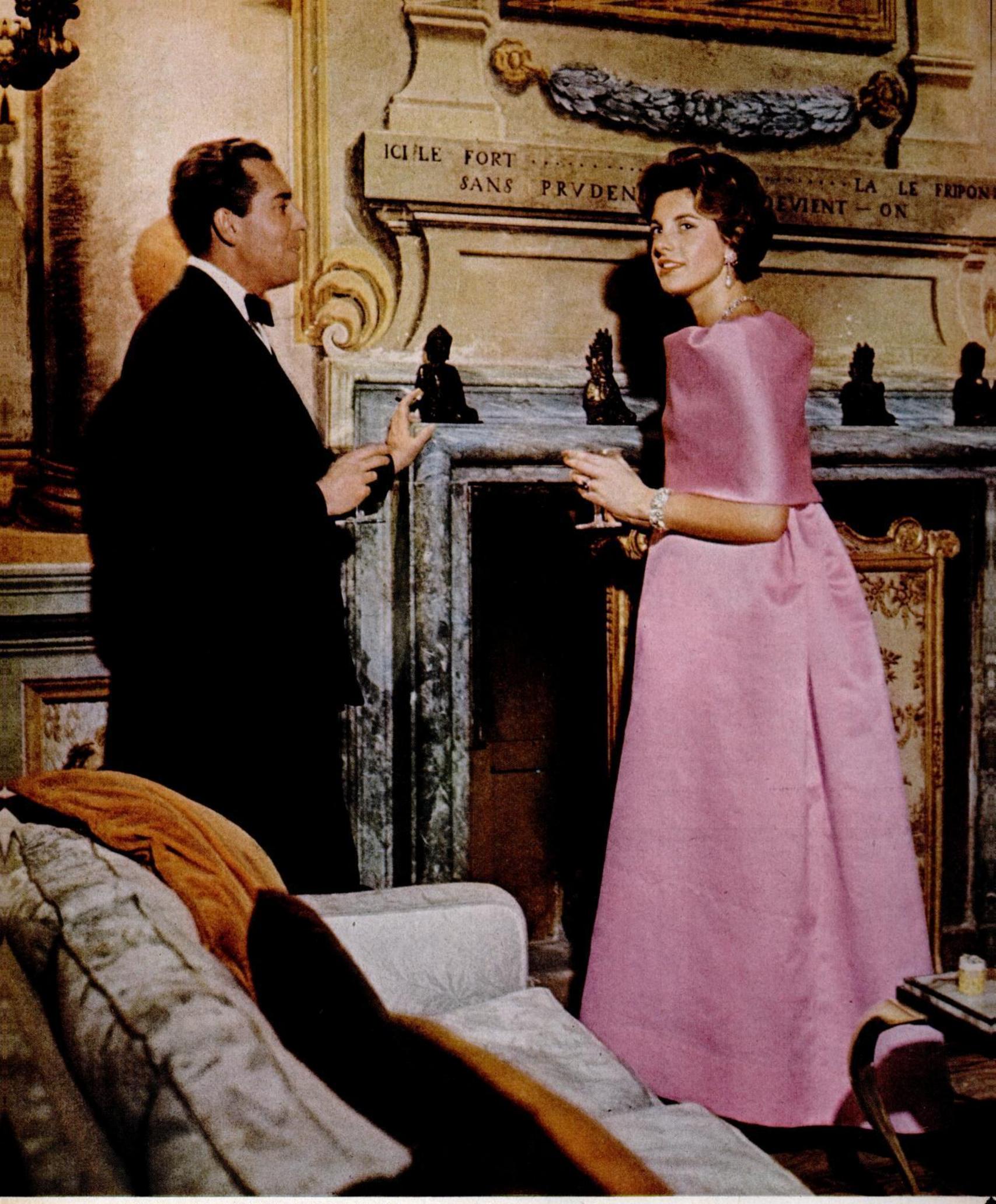




MISS TIARKS IN TULLE wears a ruffled gown by Balmain as she signs guest register at Tour d'Argent, one of Paris' great restaurants. She particularly liked the "baby doll" look which was represented in almost every collection.



CATHERINE ANOUILH, actress daughter of Playwright Jean Anouilh, wears a bell-sleeved afternoon dress by Carven. Of orange and white printed silk, it has new widened shoulders and big sleeves that turned up in many collections.



PRINCESS LUCIANA PIGNATELLI, wearing a pink organza evening dress by Fabiani, attends a party at the home of her brother, Count Rodolfo Crespi, in Rome. It has a wide-cuffed bodice which gives it a formal

but covered-up look. Here she sips champagne with Count Henri de Beaumont in front of the fireplace in the main salon. Palazzo was built in the 18th Century by a French cardinal which explains why inscription on mantel is in French.



Only a dentist can clean her teeth more thoroughly!

choose Kolynos...the only toothpaste accepted for advertising by the American Dental Association

Kolynos has steadfastly refused to make "miracle ingredient" claims in its advertising... because Kolynos agrees with the American Dental Association when it says, "adequate scientific evidence has not yet been produced in support of the special decay-preventive claims that are made for many nationally advertised dentifrices. The presence of various additives in these

products has not been demonstrated to produce effects ascribed to them . . ."

Kolynos also concurs with the American Dental Association's insistence that the only proven way for a toothpaste to prevent decay is to brush teeth promptly after eating.

Kolynos' new Super White Formula is the finest dentifrice we know how to make for cleaning the teeth. It has 3 of the most effective cleansing ingredients instead of the usual two. Regular brushing with this additional cleansing action effectively removes food residues that lead to cavities . . . gives whiter, brighter teeth.

No toothpaste anywhere can do more. Yet, this formula with more cleaning action costs less than other leading brands . . . 2 giant tubes for only 69 cents. Remember, only a dentist can clean and protect your teeth more thoroughly

than proper brushing with Kolynos.

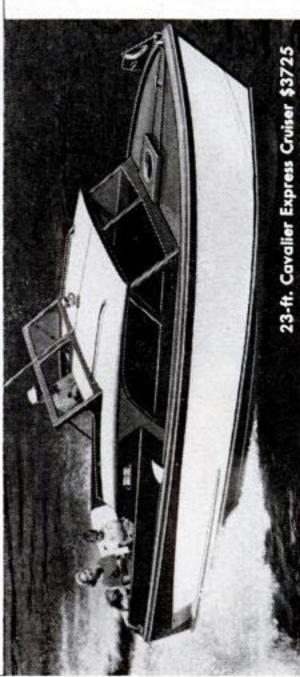


AS \$1995 NEW! 15 AND 18-FT. CAVALIER SPORTS UTILITIES

3725 à

AS AS 30-FT. CAVALIER CRUISERS

25, 23, NEW!



9

Cavalier Boats Division WORLD'S LARGEST

MAIL ME

	ano Beach, Florida
Send	FREE brochure on
	NEW 15 and 18-ft, Sports Utilities
	NEW 23, 25 and 30-ft. Cruisers
Name	
Addre	****

BEST DRESSERS CONTINUED



NEWCOMER CRAHAY stands in Ricci salon with his two suit innovations, severely tailored (left) and trench coat style with brass buttons on pockets.

Comer and a Veteran

This season two designers stood out for their daytime clothes. One was newcomer Crahay (above), a 41-year-old Belgian; the other, old hand Coco Chanel, more influential than ever at 76. Crahay has been in couture since he was 20, when he began work in his mother's firm. He is unassuming, with mild manners and strong opinions. "I have no use for the afternoon," he says. "Fashion leaps from the little morning suit to the evening gown." His suits, a man-tailored version and a trench coat style, were his biggest hits. He has little use for color either. "Colors kill people." but his most popular number was the bright green suit (p. 85).

Chanel persisted with her easy cardigan styles that have endured through ups and downs of waistlines and hemlines. This year she showed two dozen variations of her famous suits (right and below).



NOBLE MODEL, Princess de Croy, is both Chanel mannequin and private customer.



OLDTIMER CHANEL talks in her apartment with Movie Actress Jeanne Moreau, who outdraws Bardot in Paris and who dresses exclusively at Chanel.

Upset Stomach got you

OUT OF FOCUS?



For upset stomach, heartburn, gas or other symptoms of acid indigestion

Take Minty Phillips' Tablets Get On-the-Spot RELIEF!



When you're away from home—working, shopping, out having fun-and acid indigestion upsets your stomach, take minty tasting Phillips' Tablets. There's no glass-no water-to bother with. You just chew a few-and feel fine again fast. That's because Phillips' Tablets contain one of the world's fastest, most effective "stomach sweeteners." So carry Phillips' Tablets wherever you go.

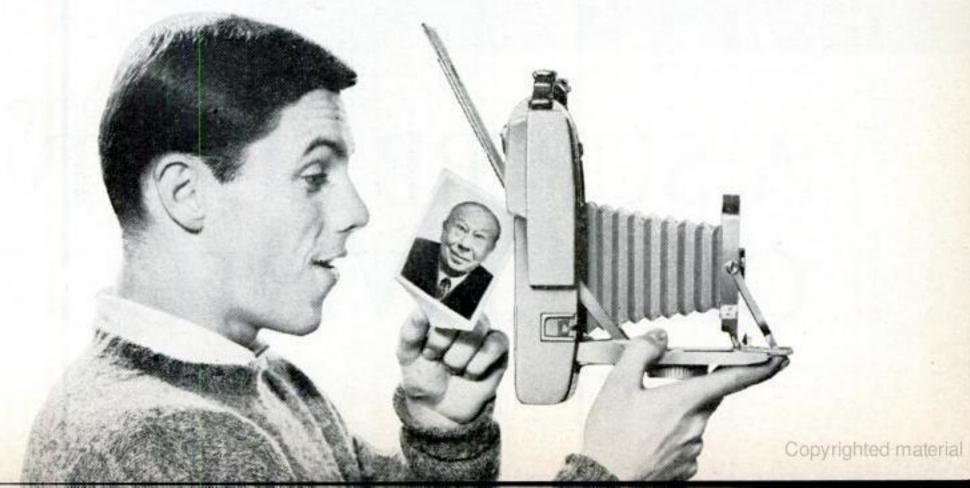


PHILLIPS' **TABLETS**



60 SECOND CLOSE-UP: BERT LAHR. This is an enlargement of an original unretouched picture taken with the 60-second Polaroid Land Camera. Notice the remarkable detail in this picture—made possible by the

superb new Polaroid Land Film, twice as sharp as the previous film. Polaroid Land Cameras are priced from \$72.75 or \$1.50 weekly. Your Polaroid Land Camera dealer will be happy to give you a free personal demonstration.





AS HE STRIDES OFF-STAGE IN BOSTON, RUBINSTEIN GLANCES OVER AUDIENCE THAT OVERFLOWED ONTO STAGE. "THIS IS A BEAUTIFUL HALL TO PLAY

A SUPERB SURVIVOR OF THE VIRTUOSOS

Back in the last century, when composers packed unfettered emotion into their piano pieces, the star performers of their music were the fabled virtuosos who played and lived with elegance and splendor. They added stylish flourishes to their performances and personalities, poured out passion on stage at the piano and off-stage in their many love affairs, and



IN BECAUSE IT WAS BUILT FOR MUSIC, AND IT HAS GREAT DIGNITY," HE SAID. "AND DID YOU NOTICE THAT LOVELY YOUNG GIRL IN THE FRONT ROW?"

never let a melody or a moment go ungilded.

The single surviving practitioner of that grand manner combining the art of a rich music with the art of rich living is 70-year-old

music with the art of rich living is 70-year-old Artur Rubinstein, who is far and away the world's greatest single piano attraction. Some 150 times a year, he strides off the stage, showing few signs of fatigue, after having pounded the piano for two hours. The piano, thoroughly beaten, always needs a retuning to restore it. Rubinstein restores himself promptly with fine food and wine and admirers. In New York and Paris he gives himself the parties at his own palatial homes—he can afford grandeur with an income in the hundreds of thousands.

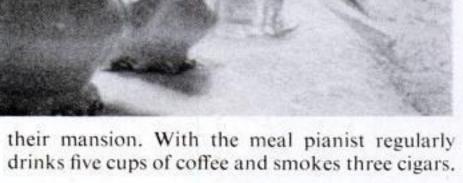
Far from being made weary by his work

and complacent by his success, Rubinstein becomes more and more exhilarated by his life and his family and serious about his art. "Life can at its best be a movement toward perfection," he said. "When I was young I was a very disreputable character. I loved women, cards and brandy too much and I almost did not practice piano at all. Now I practice too."

VIRTUOSO CONTINUED



BREAKFAST IN PARIS for Rubinstein and wife Nela, 20 years younger, is served in boudoir of



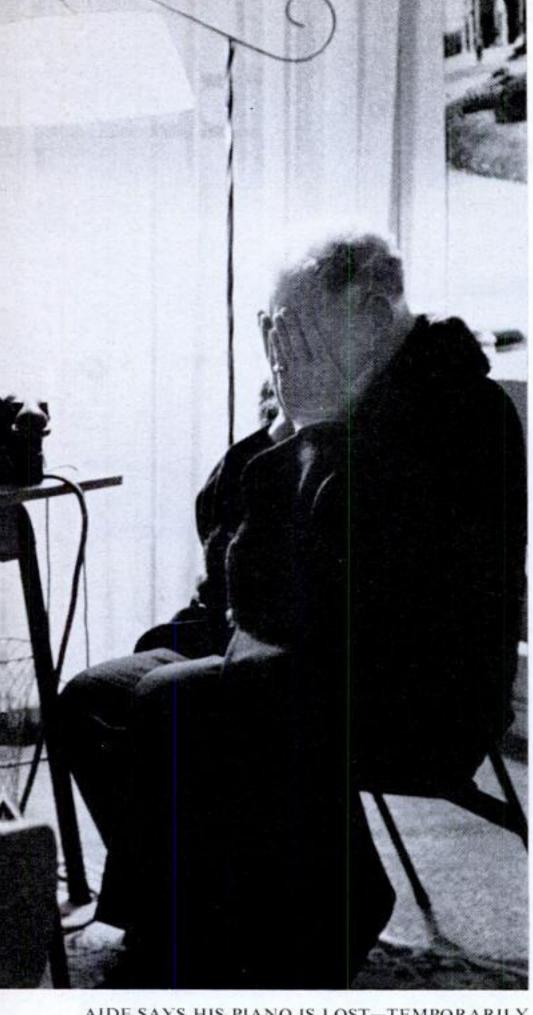


ANGUISHED VIRTUOSO COVERS EYES AS PARIS



SCHOOLBOY'S KISS is planted on devoted fa-ther by 12-year-old John, youngest of children.





AIDE SAYS HIS PIANO IS LOST—TEMPORARILY



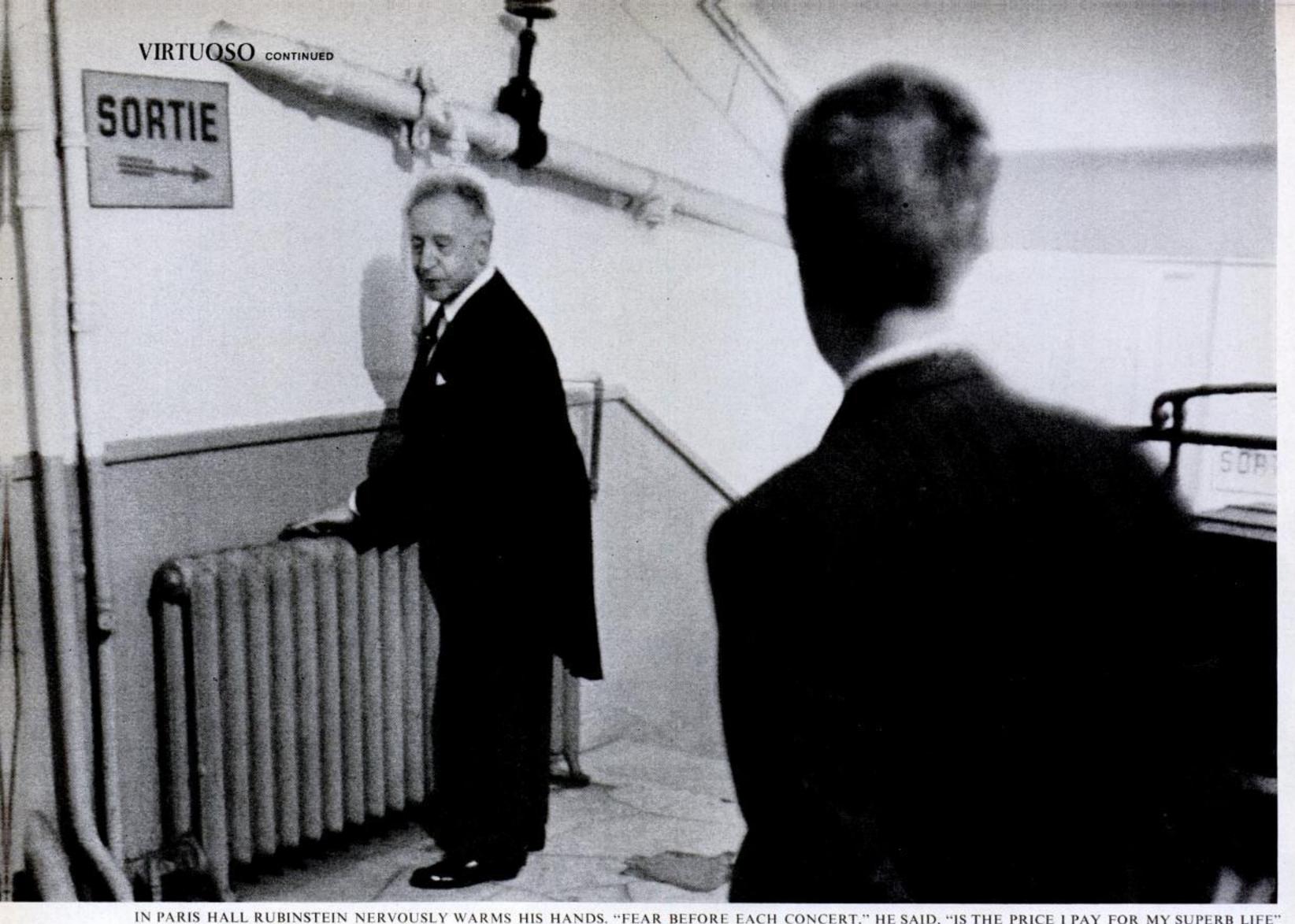
GREETING OLD FRIENDS, Rubinstein kisses hand of Actress Madeleine Renaud in her Paris

dressing room after watching her and Jean-Louis Barrault (*left*) in production of *La Vie Parisienne*.



SAMPLING THE CAVIAR in a specialty shop, pianist tried selling it to others watching him eat.

CARRIED AWAY by own joke, Rubinstein leads laughter as he finishes off a racy after-dinner story.



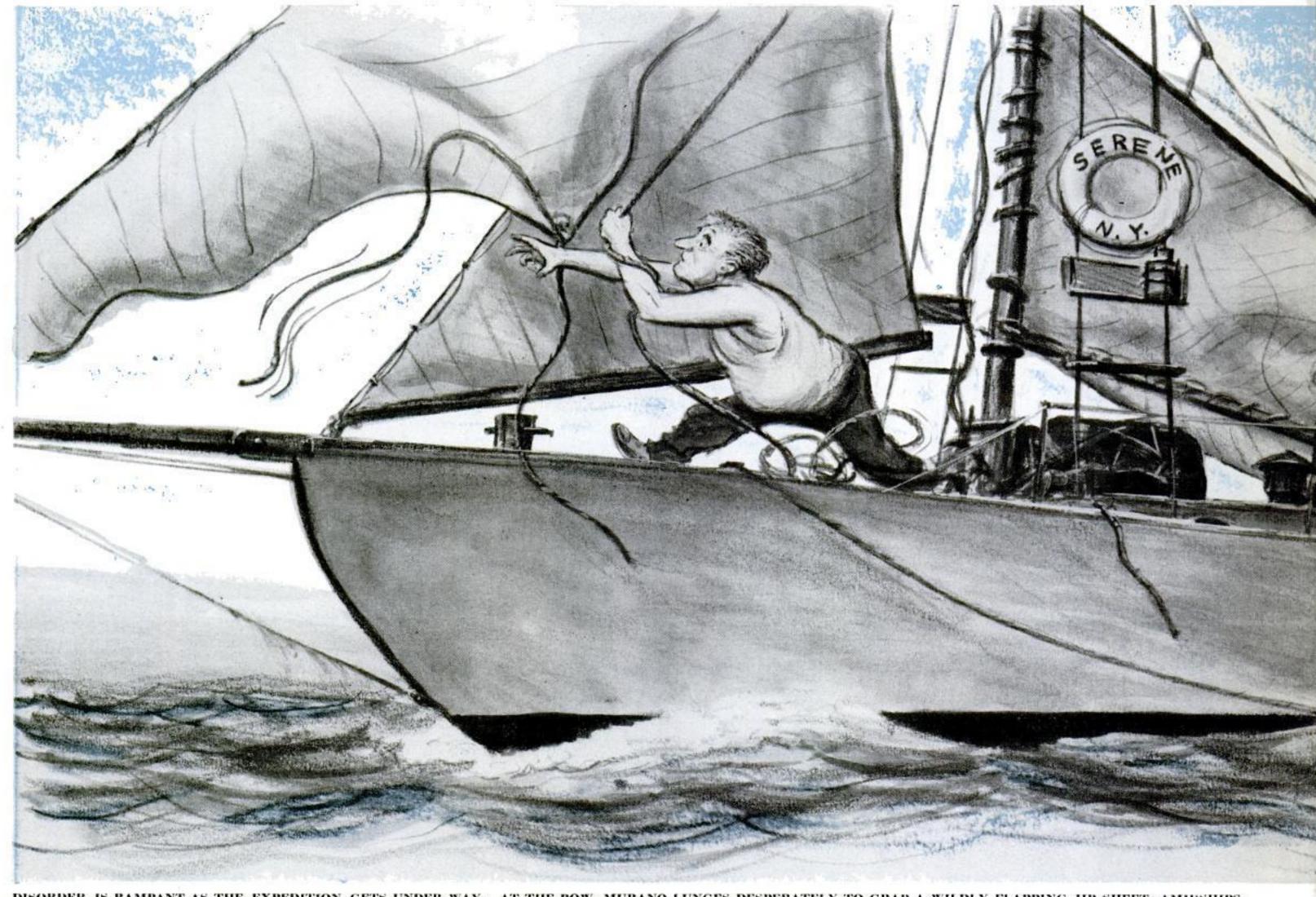
IN PARIS HALL RUBINSTEIN NERVOUSLY WARMS HIS HANDS. "FEAR BEFORE EACH CONCERT," HE SAID, "IS THE PRICE I PAY FOR MY SUPERB LIFE"



A FAMILY AUDIENCE watches Rubinstein rehearse for an RCA-Victor recording. Son John is the page-turner as his sister Aline, 14, and mother listen. Rubinstein considers his wife, daughter of a Polish conductor, his wisest critic.

THE MODEL OF A VIRTUOSO—wearing a soft-brimmed fedora, pearl—stickpin, fur-lined coat and carrying an English fox-head walking stick—Artur Rubinstein pauses for a moment in a stroll down a boulevard in Paris.





DISORDER IS RAMPANT AS THE EXPEDITION GETS UNDER WAY. AT THE BOW, MURANO LUNGES DESPERATELY TO GRAB A WILDLY FLAPPING JIB SHEET; AMIDSHIPS

Innocent Landlubbers in

TWO HAPLESS AWNING SALESMEN ON A STOLEN SCHOONER

THE tall, lean, hard-muscled figure with the mustache and the dazzling smile seemed the embodiment of adventure and romance. His two companions in the northside Chicago bar were spellbound as he talked casually of jungle safaris, clandestine meetings and narrow escapes from death. During his years of voyaging to east African ports, he said, he had discovered that despite the efforts of powerful diamond syndicates to eliminate smuggling, contraband trading was still a brisk and profitable business. "If a man has the guts," he remarked with a faraway look in his eye, "he can make a fortune."

His companions were bowled over. Never before had they heard anything like this outside of the movies or television. The two listeners were Joseph Murano and Leslie Cohen. salesmen for a Chicago awning company. Murano, 37, garrulous, friendly and prematurely gray, had recently resigned as sales manager of a home massage firm to take a flyer in the storm window business. But when this enterprise was wiped out by a winter so overheated that "you could cook your Christmas turkey on the sidewalk," he had joined the awning company. There he had struck up an acquaintance with the smaller, rounder Cohen, 40. Both were fond of baseball, bowling and dancing. Neither had domestic ties. Until June of 1957 they had led casual lives. Then their easygoing door-to-door existence was jarred by the arrival on the sales staff of the fascinating erstwhile adventurer.

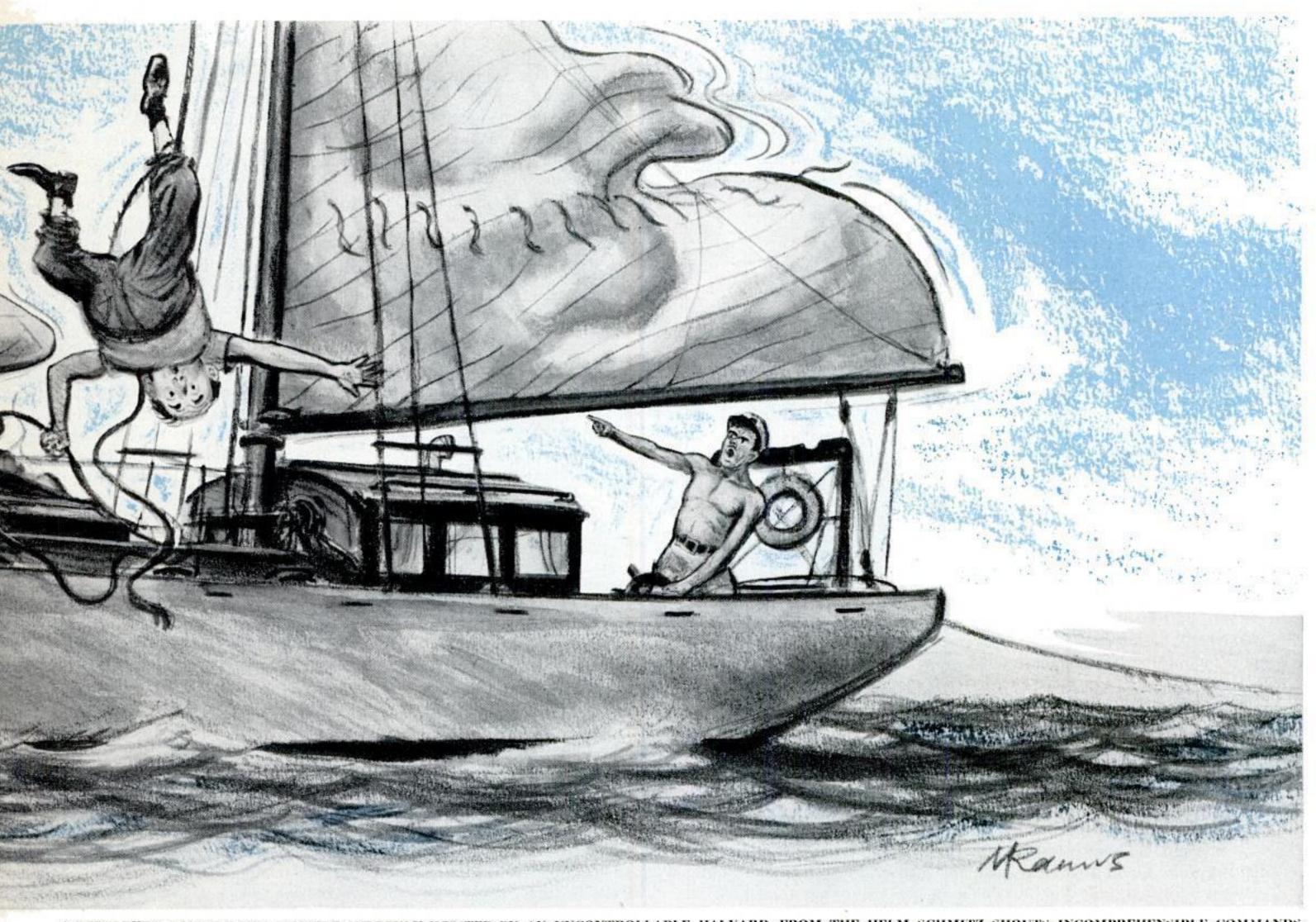
The newcomer, who said his name was Joseph Schmitz, had already made a profound impression on them before he ever mentioned diamonds. Just arrived from California, he had been hawking awnings for only a few days when Murano and Cohen accosted him at the bar one evening and asked him if he was having much trouble finding his way about Chicago's streets. "Not a bit," he replied. "I always check my position by watching the sun's shadows on the trees and houses."

Such an explanation obviously opened the door to further conversation. By the time the bar closed for the night Schmitz had confided that he was an awning salesman only for the moment. His real aspirations lay elsewhere. He held a master mariner's license in the merchant marine, he said, and behind him lay some 20 years of adventurous life on the high seas. Pointing to a magazine photo of bikini-clad girls gamboling on a sleek yacht, Schmitz added that he himself had had occasion to skipper such craft and was, in fact, planning a cruise to Africa on his own schooner.

Skeptical but burning with curiosity, Murano and Cohen began to cultivate Schmitz's company. He did not disappoint them. The better they got to know him, the more convinced they became that he was "the most fascinating guy we were ever going to meet."

All along the Dark Continent's vast coastline from Zanzibar to the Limpopo River, Schmitz related, there are countless jungle coves and isolated native villages. With a small schooner such as he intended to purchase, one might slip into such places and under cover of darkness rendezvous with Portuguese and Arab traders who handle contraband diamonds. From here the precious stones might be carried north to Cairo, Casablanca or other cities to be sold at staggering profits.

Or, Schmitz continued, if one was willing to strike deep into the heart of Equatorial Africa with geologists (known personally to him), there was an excellent chance of finding new diamond deposits where the sparkling



A PERPLEXED COHEN FINDS HIMSELF SUDDENLY HOISTED BY AN UNCONTROLLABLE HALYARD, FROM THE HELM SCHMITZ SHOUTS INCOMPREHENSIBLE COMMAND

a Piratical Fiasco

SURVIVE TERRIFYING TRIP ACROSS THE RAGING ATLANTIC by EVAN McLEOD WYLIE

stones might be scratched out of the soil by the bucketful. One might have to put up with a few panthers, pythons and charging hippos, but what were these to a man who knew his way around the jungle?

By this time Murano and Cohen were beside themselves with excitemen . "We suddenly realized," recalls Cohen, "that we had been restless for some time and were ready for a little travel and change of scene."

"When are you leaving?" they eagerly asked Schmitz.

The adventurer shrugged. "Not until next year. It will take me that long to save the money to buy my schooner."

"Next year!" cried Cohen. "Let's go now! We'll put on with you as partners."

Schmitz appeared to deliberate for a moment. Then he stuck his hand out. "It's a deal," he said. "We'll sail for Africa in August."

The ridiculously simple technique of steering a schooner

EVEN as they shook hands, Murano and Cohen began to feel qualms. Neither of them had ever been in any waterborne craft bigger than a canoe. Schmitz instantly reassured them. Steering a yacht, he said, was just like driving a car. As for a schooner, he had been corresponding with New York yacht brokers who had to d him about a 52-foot boat named the Serene that fitted his specifications.

Their enthusiasm rekindled, Cohen and Murano applied for passports and descended on sporting goods stores to buy yachting caps and all manner of jungle equipment, including elephant guns. "It seemed logical to me," Cohen recalls. "Every movie I've ever seen of Africa, there's lions and tigers running around loose."

At Schmitz's suggestion they kept their plans a closely guarded secret from friends, relatives and the awning company. "When it comes to diamond hunts," their leader explained, "the fewer people who know what's going on the better."

Early in August they set off, traveling in Schmitz's car because the two salesmen had sold their own automobiles to help finance the expedition. Behind them they hauled a trailer groaning with sea bags, elephant rifles and other odds and ends. Arriving in New York, they checked into a motel on Long Island Sound. Schmitz phoned his yacht broker and made an appointment to see the *Serene*.

The following day Cohen and Murano squeezed themselves for the first time into the Serene's dinghy and rowed out with Schmitz to the schooner. Exchanging pleasantries with the owner, a New York advertising executive named Clayton Jaeger, they got their first good look at a real yacht. To both of them it seemed "damned small."

Although it fell short of the salesmen's expectations, the Serene would have delighted any yachtsman. The stoutly constructed 52-foot schooner had a complete set of sails, including storm sails. Below decks there was a spacious chamber furnished with beige carpets and easy chairs and known as the "Saloon." There was also an after-cabin, a galley with lavatory, and clothes closets. For auxiliary power the Serene had a gasoline engine.

While Murano and Cohen waited anxiously on deck, Schmitz retired

Copyrighted material

to the Saloon with the owner. A few minutes later he popped up again. Rowing Murano and Cohen back to shore, he announced that he and Jaeger had reached an agreement and that they were going to buy the yacht.

The two salesmen now presumed they would be granted a leisurely indoctrination period in which to learn the rudiments of yacht handling. But Schmitz was in a tearing hurry to put to sea. Murano and Cohen were led on a furious chase around the New York waterfront as Schmitz

bought charts, navigation books, parallel rules and other seagoing aids. Declaring that the sextants offered for sale by reputable manufacturers were ridiculously overpriced, Schmitz bought a creaky, second-hand instrument from a sidewalk vendor.

The next day they visited a neighborhood grocery store to select provisions for their voyage, and the two salesmen again marveled at Schmitz's knowledge and foresight. Once they reached east Africa, he promised, their firearms would keep them supplied with antelope steaks and baboon stews, while basketsful of tropical fruit could be bought for a few pennies. But for the ocean crossing it was best to stock up on more durable items such as beans, sardines, soda crackers, Spam and sauerkraut.

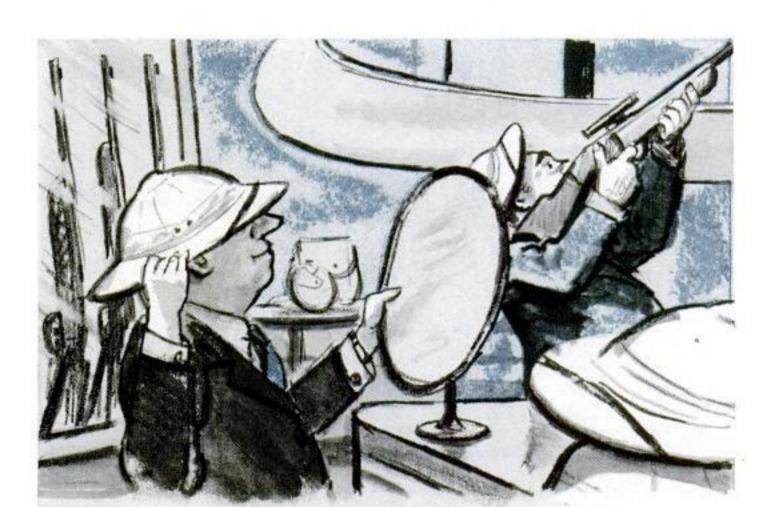
That evening Murano accompanied Schmitz on a return visit to the *Serene*. Again he waited on deck while Schmitz and Jaeger disappeared below. Gazing around him at the lovely yacht and sipping a highball proffered by Jaeger. Murano was filled

lovely yacht and sipping a highball proffered by Jaeger, Murano was filled with astonishment at the way his life had changed in just a few weeks. And to think that before another month was out he would be in Africa!

If Murano had known what Schmitz and Jaeger were actually discussing below, he would have been even more flabbergasted. It was not until months later that he learned that Schmitz never once mentioned Africa and diamonds to Jaeger and never offered to purchase the Serene at all. The Serene, in fact, was not for sale. The contract signed that evening called only for a 10-day charter on Long Island Sound, for Schmitz said that he and his two friends, tired businessmen from the Midwest, were interested only in a pleasant cruise in inland waters. That was just as well, replied Jaeger, because the Serene's sails were in no way fit for ocean voyaging, and under no circumstances should the boat be taken out on the high seas.

Unaware of this, Murano allowed his mind to dwell on the mysteries of the jungle until Schmitz and Jaeger reappeared on deck. Schmitz was stuffing into his pocket a paper which Murano presumed to be the bill of sale. Without further ado they all went ashore, and the next day, as Jaeger went back to work in New York assuming that the Serene was gliding majestically up the Sound, Schmitz and his cohorts slipped swiftly down the East River on a strong ebb tide. Traversing busy New York Harbor, Schmitz ducked into a sheltered anchorage in the lee of Coney Island, and that night the yacht's name and registration numbers were painted out and her hatches battened down. A few hours later, in the early hours of Aug. 14, 1957—at a time of year when hurricanes begin to build up in the south Atlantic—Schmitz and his two hap-

less assistants set sail for Africa. New York's skyline had scarcely slid below the horizon before the captain underwent an abrupt transition. His smile vanished. In a gruff quarter-deck manner he curtly told Cohen and Murano to look alive and sent them stumbling about the Serene's rolling deck as he gave an impromptu lesson in handling lines and setting sails. Murano found to his surprise that Schmitz's earlier assurances on the subject of yacht handling were not based on fact. "To turn one of these schooners around," he said later, "is a big operation—everybody jerking on the ropes and the captain making with the yacht lingo and all the



Visiting sporting goods stores, they eagerly purchased equipment for life at sea and in the jungle

time a big boom flying around that is liable to whack your head right off."

Although there was only a light breeze, the lesson in seamanship quickly produced dreadful confusion. While Schmitz shouted inexplicable commands his two mates blundered about, bumping into masts, becoming hopelessly entangled in yards of wildly flapping canvas, suffering barked shins and blistered palms and nearly garroting each other with stray ropes. As dusk descended the drill was abandoned, and Murano and

Cohen lay below to apply Band-Aids and refresh themselves with beer before resuming the stowing away of the baggage and foodstuffs they had hustled aboard before sailing.

Suddenly they became aware of an eerie whining in the rigging. Beneath their feet the floor of the Saloon rose like an elevator and then plummeted downward with a corkscrew motion that sent both men sprawling on the beige carpets. An explosion above served notice that a sail had just blown out, and immediately everything about them was rolling, banging and crashing. Scrambling up on deck, they beheld Schmitz fighting the wheel in the midst of a screeching squall.

The next 72 hours will not be easily dislodged from either man's memory. As the squall developed into a full-fledged storm, the Se-

rene staggered through the waves shuddering and creaking until her hull seemed about to split. So mountainous did the seas become that Schmitz, ordering his crew to stay below, lashed himself to the wheel.

One particularly high wave caused the schooner to roll nearly on her beam ends. At that point a huge cake of ice, lugged aboard for sunset beer parties, burst like a bomb from the refrigerator and, with nine dozen smashed eggs, melted into a huge omelet of tomatoes, potatoes and boxes of Corn Flakes. Periodically through the long black night of howling winds and torrential rain, Murano managed to grope his way as far as the cockpit portal for a look on deck. In the wavering beam of his flash-light he saw Schmitz wrestling heroically with the wheel.

For the next three days the drenched but indestructible Schmitz remained at the wheel. Murano and Cohen took turns creeping out to spoon-feed him from a can of beans. On one such occasion Cohen managed to yell in his ear that down in the cabin water seemed to be bubbling up from below. Schmitz shouted back that they had better man the pumps. Unable to start the engine, they began the backbreaking job of pumping by hand. First to be pumped overboard, it was later discovered, were hundreds of gallons of gasoline for the yacht's engine. Thanks to fractured fuel lines, this had all leaked into the bilges.

At last the storm died. Scarcely believing they were still alive, the two junior partners crawled out on deck and discovered that despite his ordeal Schmitz was as enthusiastic as ever and his energies were undiminished. When a Navy transport sighted the disheveled yacht and steamed over to ask if any assistance was needed, Schmitz cheerfully halloed back from the shambles that everything was fine.

Assuring his two companions that he had lived through worse storms on life rafts when he was torpedoed during the war, Schmitz directed a mas-

sive clean-up campaign. Groceries were retrieved and stored. The Saloon's carpets were removed, dried out and then rolled up carefully and stowed away. The galley was scrubbed until every pot gleamed. Decks were swabbed. Ropes were coiled. So much pine-scented disinfectant was splashed around that Murano recalls the Saloon smelled like a Wisconsin forest.

As the days progressed, Cohen and Murano gradually learned to hoist canvas without becoming hopelessly wrapped in its folds, but the sails were so weak they were constantly blowing out with loud reports. Almost every morning began with an early squall which would reduce the sails to



LESLIE COHEN

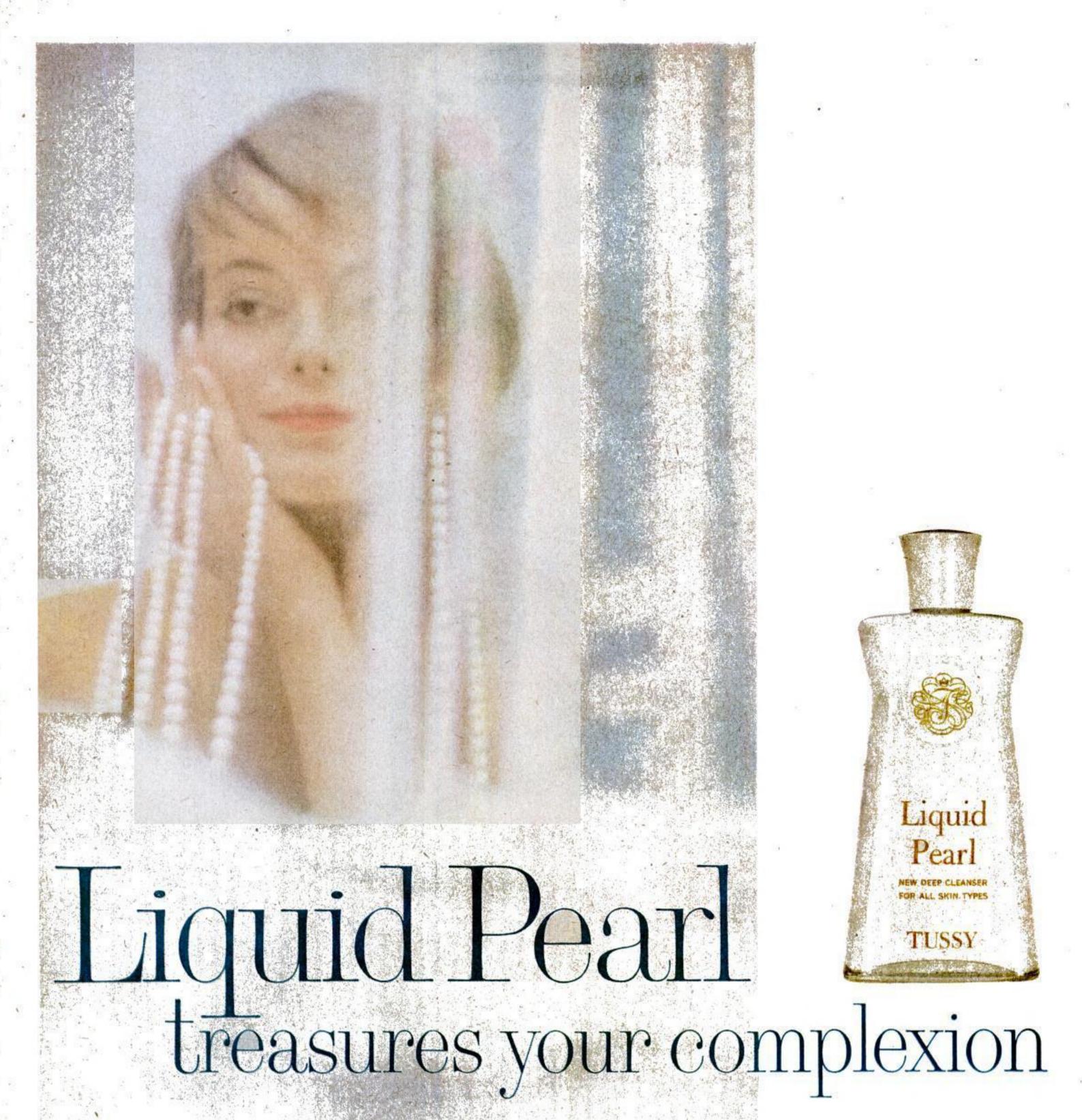


"JOSEPH SCHMITZ"



JOSEPH MURANO

THE THREE SHIPMATES are today once again landlocked. Cohen is selling memberships in an organization which guarantees to provide all home repairs for a fixed annual payment. Murano is selling insurance. Schmitz, the name by which the expedition leader was first known to his companions, is in prison.

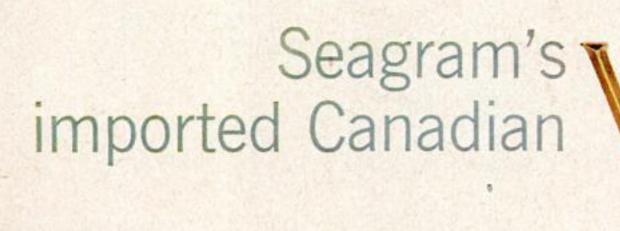


©1959 Tussy, 445 Park Avenue, New York

It's the new double-action cleanser that cleans and moisturizes to the depths of your skin. It smooths away the day's gathering of make-up, oil and dirt as it moisturizes deep-down...leaving your face flawlessly clean and fresh, never dry or dull. Just \$1, plus. TREAT YOURSELF TO BEAUTY... TUSSY



INTERNATIONAL SALUTE TO FLAWLESS FORM. At this moment you are a spectator at the North American Ski Championship at Squaw Valley, California. You watch the skiers' dazzling speed in the downhill race... and then join the crowd in toasts and celebration. The choice of whisky: Seagram's V.O., internationally esteemed for its flawless form, its exceptional savor and balance.





known by the company it keeps

INNOCENTS AFLOAT CONTINUED

On the first clear day Schmitz shot the sun with his sextant and, after some calculations, announced that the storm had driven them so far south that it was a wonder they had not blundered into Bermuda. It would be necessary to make for the island of Madeira, off Casablanca, rather than the Azores. This touched off a heated discussion. Cohen, who was still considerably waterlogged and already beginning to grumble, suggested they put in at Bermuda. There they could repair sails, lie on a sunny beach and recuperate.

Schmitz vetoed the idea. He had no charts for Bermuda, he said, and the time would be better spent crossing the Atlantic. More to the point, although he did not divulge this, was the fact that a Bermuda call would almost certainly have resulted in their arrest.

For back in New York, Clayton Jaeger, at first only mildly provoked when the yacht did not return the day its charter expired, was now



The refrigerator burst open, producing a huge omelet of smashed eggs, tomatoes and ice

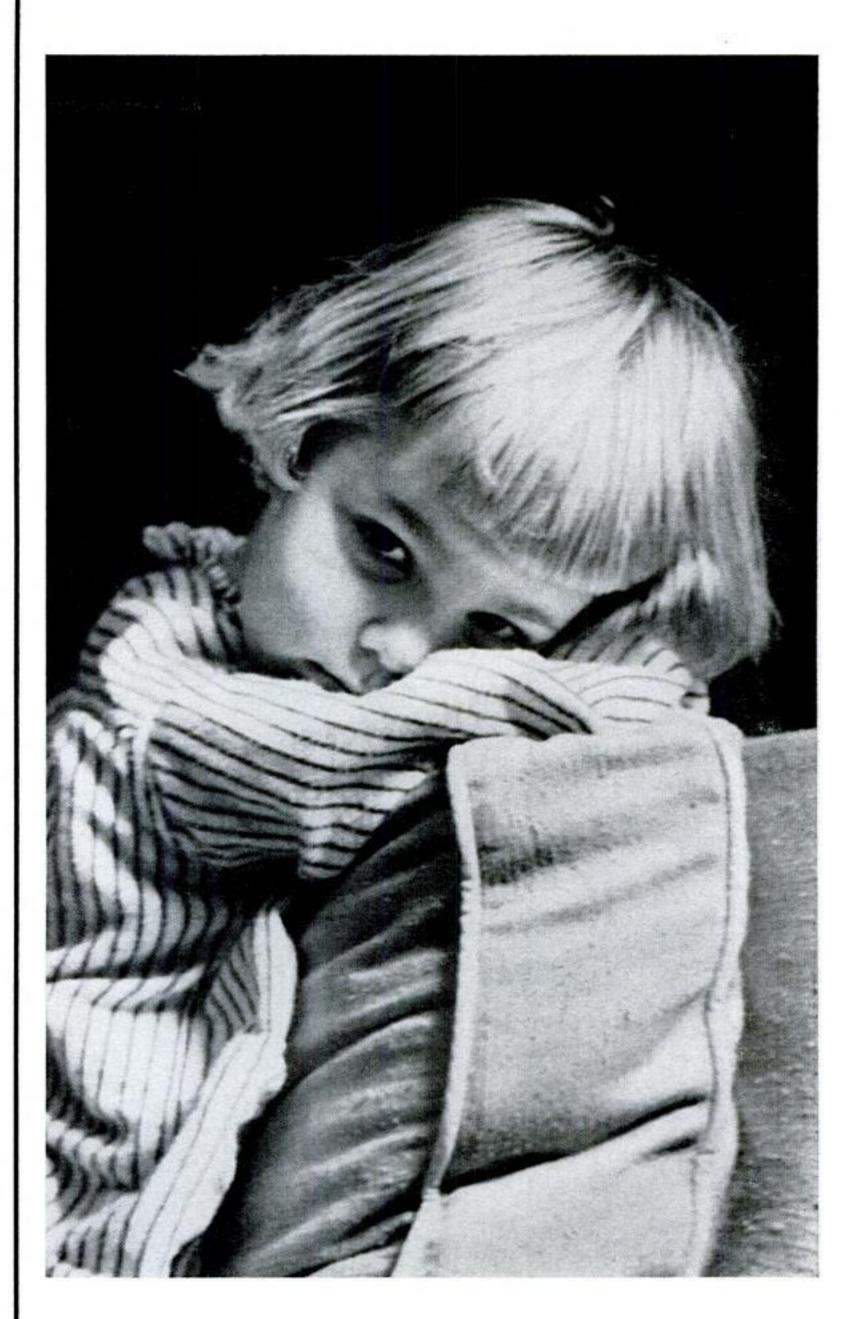
alarmed enough to notify the Coast Guard. Soon planes and cutters were searching every inlet along the Atlantic coast and speculation grew as to whether the mysterious Schmitz and his crew were at the bottom of Long Island Sound or whether their disappearance might have more sinister implications involving dope smuggling, gun running or even Russian espionage. Presently agents of the U.S. Customs, the Bureau of Narcotics and even the FBI joined in the hunt.

By now, however, the Serene was far beyond the reach of these agencies. Schmitz, cheerfully consuming sauerkraut for breakfast and dried prunes and peanut butter for lunch, seemed to be having the time of his life. But his companions, unable to get used to a steady diet of such things as sardines and cheese and exhausted by their struggles with the wind-whipped canvas (52-foot schooners normally carry a crew of six to eight at sea), were growing weaker and weaker. And try as they might, neither Cohen nor Murano ever gained full rapport with their nautical surroundings. Cohen was having an especially hard time. He was too small to be much help with the heavy sails, and while he did learn to steer by the compass, the wake he left behind him was often erratic. One night Schmitz appeared unexpectedly on deck and discovered that either by accident or blind homing instinct Cohen had let the Serene swing about 180°, so that its bow pointed directly back toward downtown Chicago. Thereafter Cohen was given duties that kept him below most of the time.

Promenades in shiny shoes to stave off gangrene

AFTER this Cohen spent so much time sitting around the Saloon in wet sneakers, dealing himself losing hands of solitaire, that his ankles and toes began to swell up. Schmitz diagnosed the condition as "lifeboat feet" and warned that dry leather shoes and daily promenades on deck would be necessary to stave off gangrene. Digging a pair of shiny brown shoes out of his luggage, Cohen would emerge briefly with a pained expression that reminded Murano of "a guy going to his first dance." After his exercise period Cohen would return to the Saloon and turn on Schmitz's transistor radio in a futile attempt to learn the National League baseball scores. The only stations he could pick up spluttered at him in Spanish, Portuguese or Arabic.

Murano himself suffered from an odd ailment which caused his voice to sound unusually high. He now believes that this condition was brought on by pure terror. While fits of claustrophobia drove



"I wish Grandma would call me today"

"I miss her a lot. And Mommy always feels happier, too, after she's talked with Grandma."

* * *

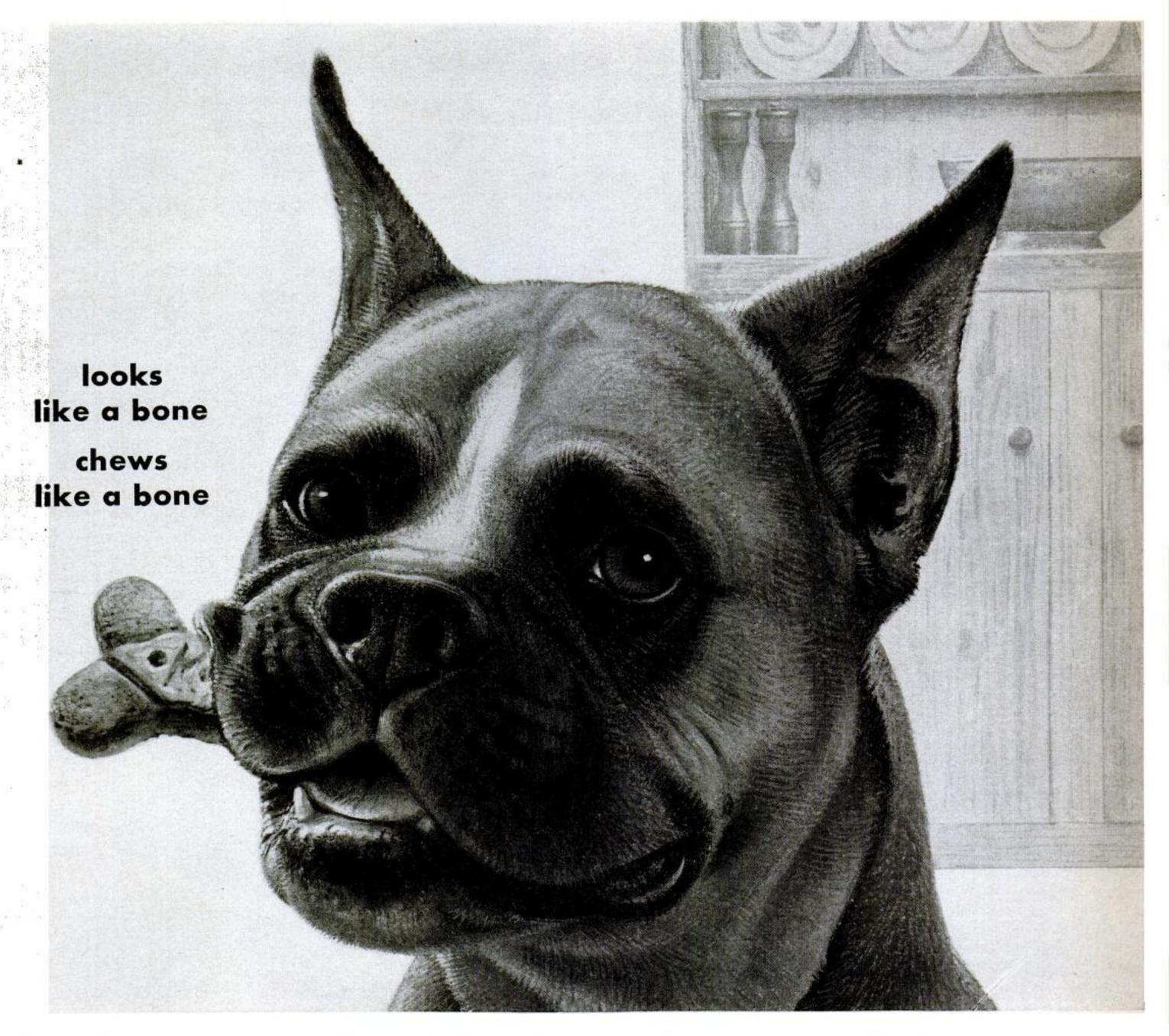
Is there someone in your family who lives too far away to see as often as you'd like? A regular telephone visit is something nice to look forward to, something warm and satisfying to remember.

It's easy to telephone out of town. And you can talk as long as you like. The cost is low. Someone would like to hear your voice right now.

BELL TELEPHONE SYSTEM

Call by Number. It's Twice as Fast.





Milk-Bone satisfies the bone hunger of your dog

Milk-Bone Dog Biscuits give your dog the chewing exercise of a bone plus vital nutrition

Gnawing a bone is second nature to a dog. He needs to chew, and knows it.

But bones are few in today's kitchens, and most bones that are available are not safe or good for your dog. Therefore, the modern dog goes bone-hungry.

The answer is Milk-Bone, the biscuit that looks and chews like a bone—but provides far more nourishment, including milk, meat, bone meal and vegetables. Unlike other biscuits, Milk-Bone contains no artificial flavors and no artificial colors.

Whatever else your dog eats, he needs Milk-Bone to satisfy his bone hunger. Get Milk-Bone in the size biscuit that suits your dog best—small, medium, or large.



FOR MAIN MEALS — PAL DOG DINNER. A new, scientifically tested complete dog food. High in protein—Tasty—Nutritious.







132 Church St., New York 7, N. Y.

turn the questionnaire.

Enclosed find 25¢. Send me the Demonstrator pipe described above. I'll test smoke it and re-

PLEASE PRINT NAME AND ADDRESS BELOW

INNOCENTS AFLOAT CONTINUED

him from the Saloon, he never could get used to the "waves as big as apartment houses coming at you like express trains." He spent most of his time sitting on deck, worrying about the "three thousand phantoms" of water that Schmitz said lay beneath the keel.

Presently a new phenomenon appeared: flat calms. Days would pass as the Serene, surrounded by a miniature flotilla of bobbing baked bean cans and catsup bottles, remained motionless under a broiling sun. "You'd go up on deck," Cohen recalled recently, "and see the same bean can bobbing right along with you in the same spot it had



Cohen glumly played solitaire as he listened in vain for baseball scores on the radio

been when you tossed it overboard two days ago. I for one found this very demoralizing."

Day after day, as Cohen and Murano watched Schmitz squinting through his sidewalk-purchased sextant and computing furiously with his navigation books, their doubts increased. Was it really possible, they asked each other, that their captain knew what he was doing, or were they sailing in circles?

"All we knew," recalls Murano, who even today does not thoroughly understand the complexities of sailing, "was we were supposed to be sailing due east and the sun was coming up in a different place every morning. That was fishy."

It was easy to see that the end, whatever it might be, was in sight. Drinking water was fast dwindling. The last cans of Spam were visible on the shelves. Water was rising in the bilges and Murano, down 50 pounds, and Cohen, down 30, were becoming too weak to pump it out. A school of small sharks had begun to swim lackadaisically in the schooner's wake.

A stupifying revelation

by the steel-nerved captain

NE morning Schmitz assembled the crew and pointed to a certificate he had tacked up on the wall. It was his master mariner's license and Murano and Cohen were stupified to find it was made out to one Emanuel K. Bredel. From now on, they were told, they were to forget all about Joe Schmitz and to address their leader as Captain Bredel. The two consulted briefly in the Saloon, then decided to follow orders. For some time they had wondered if their captain's steel nerves, superhuman energies and high spirits during howling gales did not indicate an unbalanced mind. For all they knew this name changing might mean he had flipped for good. What would he call himself tomorrow?

The next day Bredel did have another announcement, but it was far more startling. According to his calculations, he said, they were within 80 miles, or less than a day's sail, of Madeira.

His crew barely had time to digest this piece of news before the

CONTINUED

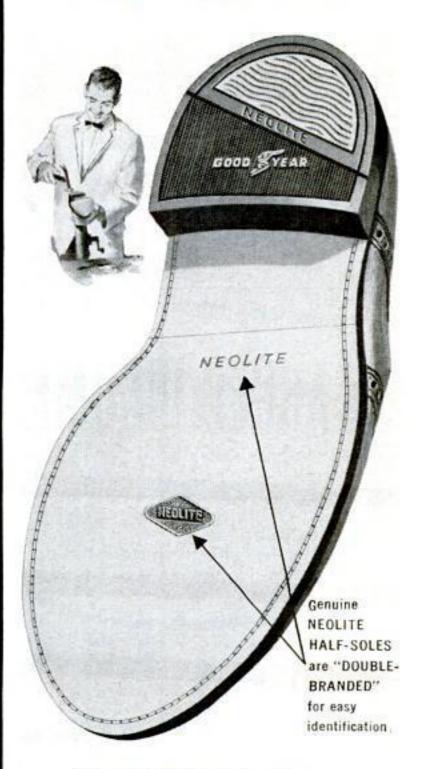


MR. NEOLITE says:

"To get the most for your shoe repair dollars . . . insist on

GENUINE

NEOLITE Half-Soles!"



NEOLITE Soles help shoes look better, walk better, wear better—help keep the family shoe bills down!



GOODFYEAR



Watch "
GOODYEAR THEATER
on TV—every other
Monday evening

HEOLITE, AN ELASTOMER-RESIN BLEND, T. M.—
THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, ONIO



Tests prove Winegard Gold Anodized Antenna Out-performs All Others. Works with any Set . . . Black and White or Color.

Even a new, expensive TV set can't get good reception unless your TV antenna picks up and feeds the set a clear, clean signal. If you get snow, ghosts, double images or other dis-

turbances on your screen, your antenna is at fault. If you can't get all the stations in your area, your antenna just hasn't the power to pick up weaker signals.

Gold Color'Ceptor TV Antenna by Winegard... Most Powerful ... Most Sensitive Made ... Satisfaction Guaranteed.

The powerful Electro-Lens* design of Winegard's Color'Ceptor can make a big difference in your TV enjoyment. Not only can Color'Ceptor help clear up your picture, but it is constructed to outlast ordinary antennas. Gold anodized finish won't rust or corrode, won't lose signal pulling power like

plain aluminum antennas. Windtested to 100 mph. Recommended by TV engineers as the superior antenna. Guaranteed in writing by the factory. Model CL-4 \$29.95, with Power Pack plug-in to boost signal \$44.90. Learn all the facts about improving your TV reception by filling in coupon below.



WINEGARD COMPANY

3025-3 Scotten, Burlington, Iowa

Send for FREE color literature.

☐ Enclosed 10¢ for booklet "How To Get

Super Clear Pictures On TV"



...demands a good plan. Need help? Get page after page of basic facts and pointers in INVESTMENT COMPANIES. Consult this book-free-at your public library, many banks. Write, we'll direct you. Arthur Wiesenberger & Co., Dept. L-6, 41 Trinity Pl., N. Y. 6, N. Y.



FROM **TUMS** 6 ROLL

CARRIER **PACK**

free metal carrier included





AMERICA'S FOREMOST CABINET HARDWARE

If you're not now a subscriber, you can have LIFE delivered to your home for the next 37 weeks for just \$4.97. If you are a subscriber, you can continue your present subscription at a cost of only \$6.00 for a full 52 weeks.

Both these special offers are limited, so fill out the handy postpaid order card bound into this issue and mail it today.

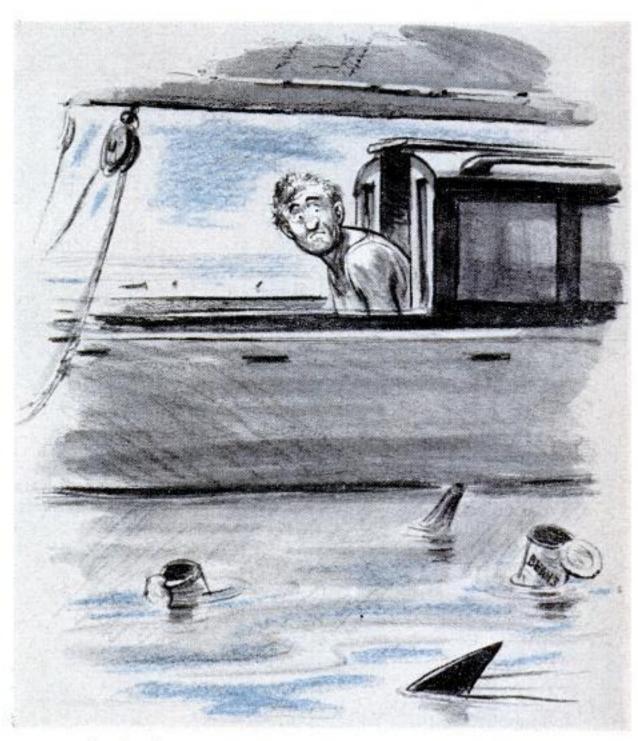




INNOCENTS AFLOAT CONTINUED

wind began to rise again. Soon the Serene was plunging through the most terrifying storm of the entire voyage.

Although none of them had any way of knowing it, they were at that moment being hit by 1957's Hurricane Carrie. Over thousands of miles of wind-lashed ocean, freighters, passenger liners and heavy naval units were battling mountainous seas. Only a few hundred miles from the Serene the huge four-masted German bark Pamir, one of the



A school of sharks began to accompany the Serene and its baked-bean-can flotilla

last of the great sailing ships, went down with a loss of 80 lives. It was about this time that Cohen began inscribing a piteous document dealing with "The Last Days on Earth of Leslie Cohen," which he hoped might be found floating in the ocean or perhaps aboard the yacht itself after its crew had perished. Excerpts:

► Constantly wet. Working 18 hours a day. If I ever come out of this alive, I'll never set foot on a boat again.

▶ Bad storm again! God has never heard three bums pray as loud as we did last night!

▶ Rolling from side to side. Winds 70-90 miles per hour. Going nowhere. Murano says let the damn ship sink and get it over with. Bredel says no, he will make it or go down with the ship.

▶ Another day, another hurricane. This is the worst mistake two men ever made.

▶ Bredel says we may skip Casablanca and go directly to Egypt. Not me, I'm dead.

Somehow or other they got through the storm. Finally the tattered, battered yacht lay becalmed in a heavy mist. In his bunk one morning, semiconscious and expecting the bilge waters to envelop him at any moment, Murano heard Bredel arguing with Cohen. "I tell you they're right here," the skipper insisted. "My calculations show we ought to see them any minute."

Wondering dimly who "they" were, Murano tottered up on deck, prepared, he recalls, to see anything from Congo pygmies to a ferryboat full of Irishmen. Instead, up out of the mists loomed the peaks of a large green island. The Serene had been blown far south of Madeira and had reached the Canaries, 300 miles off the shoulder of Africa. The date was Oct. 2, and they had been at sea 50 days.

Having called his navigational shot that day with such spectacular success, Bredel allowed his spirits to soar even higher than usual. Ordering shaves for all hands, he broke out new yachting caps, hastened below to replace the beige carpets in the Saloon and unfurled flags for the triumphant entrance into the harbor of Santa Cruz. "Five minutes after we dropped anchor," Murano remembers, "he was over on somebody else's boat yapping about yachts as if he'd just come back from a Sunday afternoon spin around the bay."

Bredel was soon preparing enthusiastically to get on with the voyage. In no time at all he had charmed one islander into lending him an

CONTINUED



PARKS WITH PRIDE IN THE POSHEST PLACES, RUNS ON A TEEN-AGE ALLOWANCE

THE

Scads of scamper from either the 6 or V-8 Marathon mileage on regular gas with lower insurance, upkeep, and repair costs Three feet shorter outside, seats six inside Style so plush inside and out it's approved by Harper's Bazaar WHAT ELSE DO YOU NEED WHERE ELSE CAN YOU GET SO MUCH OF IT FOR SO LITTLE? Drive The Lark at your Studebaker Dealer's and discover for yourself.

Other models-4-Door Sedan, Hardtop and Station Wagon. Prices start under \$2000

Automatic transmission optional on all models.

6 inspiring ways to become a famous hostess with CORDIALS by..





HIRAM WALKER

Guests consider it an extra special honor to be entertained at your house when you flatter them with Hiram Walker's Cordials. You only need one or two to treat your friends to some of the glamorous before- and after-dinner drinks shown here. So start your collection of these famous flavors today-and prepare for compliments tonight.

SINGAPORE SLING 1 oz. Hiram Walker Sloe Gin. 2 oz. Hiram Walker Gin. 1 oz. Hiram Walker Cherry Flavored Brandy. 1 oz. lemon juice. 1 tsp. powdered sugar. Shake well with cracked ice; pour without straining into 12 oz. glass. Fill with seltzer then decorate with orange or pineapple slice.

SIDE CAR 1 oz. fresh lemon juice. 1 oz. Hiram Walker Triple Sec. 1 oz. Hiram Walker Select and Rare Brandy. Shake well with ice. Rub edge of cocktail glass with a slice of lemon, then dip glass in powdered sugar for frosty coating. Strain and serve.

MERRY WIDOW 11/2 oz. Hiram Walker Cherry Flavored Brandy. 1/2 oz. Maraschino. Shake lightly with ice. Strain into small glass and serve with a cocktail cherry.

MINT FRAPPE Pack shaved ice in L cocktail glass. Pour enough Hiram Walker green Creme de Menthe to fill glass, serve with 2 small colored straws.

STINGER ¾ oz. Hiram Walker white Creme de Menthe. 11/4 oz. Hiram Walker Select and Rare Brandy. Shake with cracked ice and strain into 3 oz. cocktail glass and serve.

GRASSHOPPER 1 oz. Hiram Walker white Creme de Cacao. 1 oz. Hiram Walker green Creme de Menthe. 1 oz. light cream. Shake with ice and then strain into chilled cocktail glass and serve.

CREME DE CACAO, CREME DE MENTHE, 60 PROOF; SELECT AND RARE BRANDY, 84 PROOF; CHERRY FLAVORED BRANDY, SLOE GIN, 60 PROOF; TRIPLE SEC. 80 PROOF; HIRAM WALKER'S DISTILLED LONDON DRY GIN. DISTILLED FROM 100% AMERICAN GRAIN. 90 PROOF. HIRAM WALKER AND SONS, INC., PEORIA, ILL.

INNOCENTS AFLOAT CONTINUED

old foot-operated sewing machine and another into the use of a vacant store near the waterfront. Every morning he would roust Murano out of his bunk and the two of them would row ashore with an enormous heap of canvas remnants and spend the day sewing them back into sails on the creaky machine while island urchins shouted encouragement through the window.

As a relaxing change from this labor, Bredel would lead an expedition to the local slaughterhouse and procure sackloads of fat to be dragged back to the Serene. There Cohen in the galley was to render the fat into tallow to be used as a rigging preservative. As usual, Bredel's



Bredel adapted himself enthusiastically to life in the islands

enthusiasm exceeded the capacities of his equipment. He soon had the decks mounded up with so much fat that the schooner resembled a whaling ship, and the smoky stench caused other harbor craft to up anchor and move away. But more important, Cohen rebelled against any further duty in the fume-laden galley. In a voice made hoarse by the smoke he told Murano the time had come to make a crucial decision. It was a tossup, he pointed out, whether the yacht or its crew was in a shakier condition. Even if they did reach Africa, which he doubted, the prospect of subsisting on baboon stew had lost its luster. The thing to do was to pull out and use whatever funds might be left for a passage back to the U.S. Murano reluctantly agreed, and the two of them formally submitted their resignations to Bredel. Diamonds or no diamonds, they told him, they had had it.

Bredel was as affable as ever. He was, he declared, genuinely sorry to hear of their decision, but he would not stand in their way. Of course, he had to remind them of the original terms of the Chicago pact: whoever gets off leaves behind everything except personal effects. And much as he would like to give them back some cash, the expedition's treasury was even more depleted than they thought. In fact, he would like to borrow five bucks.

A horrifying proposal for a second ocean crossing

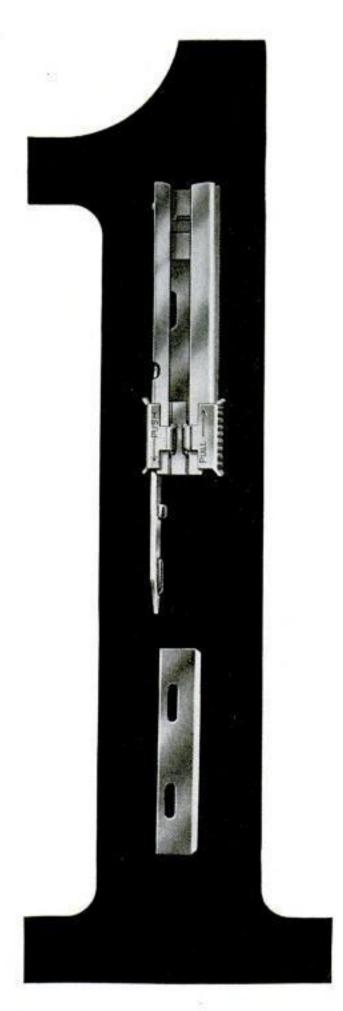
AKEN aback by this, the two salesmen deferred their final decision. Then one morning they were presented with a truly ghastly proposal. In the harbor was a tiny ketch bound from Copenhagen to California. Its crew, two American aircraft engineers, had been robbed by Casablanca harbor thieves and were nearly penniless. Now they declared that if Cohen and Murano would buy the provisions for the voyage, they could hitch a ride to the West Indies.

The prospect of starting another ocean crossing in a craft only a fraction the size of the Serene was a horrifying one, but they finally decided it was the only solution. With the air of doomed men they bartered most of their clothes and a stack of phonograph records they had brought with them, boarded the ketch and set sail. As the ketch cleared the harbor, a sudden squall blew out the spinnaker and Murano

PRESERVES PROTECTS CARE COMB ACE TEACH THE CONTINUED 107

HAIR

出

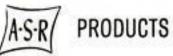


First in quality, first in economy:
Pal Injector Blades.
No better injector blade is made.
Pal Blades cost
20¢ less than other leading brands.
Pal's price:
20 blades for 69¢



PAL FITS ALL INJECTOR RAZORS

PRECISION



INNOCENTS AFLOAT CONTINUED

and Cohen settled down to the familiar routine of walking on pitching decks while gales sprang up from all points of the compass.

Forty-four days later, weather-beaten and wasted, they arrived at Barbados in the West Indies. Wobbling ashore at the Royal Barbados Yacht Club, they were delighted to receive a packet of letters forwarded from the Canary Islands. The letters were in reply to ones they had written from Santa Cruz requesting more money. But when they opened the first envelope they found no cash. Instead they were shocked to read, "Why did you steal that man's yacht? The FBI is looking for you and you may be sent to the federal penitentiary."

Joseph Schmitz, the FBI had finally learned, was indeed really named Emanuel K. Bredel and he was, sure enough, a master mariner. What is more, the stories he had told Murano and Cohen about his seafaring career and his former African adventures were substantially correct. But what he had neglected to tell them, that hot June evening back in Chicago, was that he was on probation from a 20-year suspended sentence imposed by the state of Washington for forging someone else's name to a batch of checks. Murano and Cohen used their last dollars to fly back to Chicago where they learned to their relief that the FBI would not, after all, bring any charges against them. It had only been interested in them so as to catch Bredel.

Bredel, however, was an elusive quarry. Even though the Spanish navy had been alerted to the presence of a stolen ship in its waters and Vice Admiral Pascual Cervera y Cervera had been asked to keep an eye out for the culprit, Bredel managed to sail from Santa Cruz with an English schoolteacher as his mate. Subsequently he was sighted at various points in the Canary Islands, once tangoing at a cocktail party and another time basking on the beach with a Scandinavian beauty. The day before Thanksgiving, Admiral Cervera caught up with him in Grand Canary Island harbor and seized him. Impounded on the Serene, Bredel two months later slipped overboard, swam under water past the sentries, escaped to another island and boarded a steamer bound for Madeira. Some time later he returned to Grand Canary and was again nabbed by Cervera's men as he dallied in a waterfront bar, presumably starting to recruit a new set of diamond-hunting companions.

Finally extradited and brought back to New York for trial, Bredel impressed both the prosecuting attorneys and the judge with his intelligence and deportment. At length he was convicted on a charge of piracy, but he had evidently lost none of the charm that he had once used on Murano and Cohen. The judge canceled the \$10,000 fine and sentenced Bredel to only a year and a day in prison, adding that, "I think he is a very brave man. If he had fought in the Navy, he might have got a medal." Bredel went to Lewisburg prison last December.

In Chicago, where they are salesmen once again (though not for the awning company), Murano and Cohen feel much the same way. They bear Bredel no malice, and they have the highest respect for his virtues. "If you're going to win a war," Murano says, "he's the kind you want on your side. He was the greatest."

And Murano has not forgotten that Bredel got him into what was unquestionably the supreme romantic adventure of his life. Perched on a stool in the same bar where he first heard Bredel's tantalizing plans, Murano thinks back wistfully to those occasional starlit evenings at sea when the skipper would gaze up into the heavens and point out a constellation which Murano recalls as "O'Brien's Belt Buckle."



Despite everything, the two landlubbers recall the moments of beauty under the stars

"No cracked, sore lips for me...



I use 'Chap Stick' the year round"

Men, men, men! Men who drive trucks—men who travel by air, by car, by train—carry 'Chap Stick' with them today.

The largest-selling lip balm in the world. Brings fastest relief to lips that are roughed and cracked by harsh weather or changes of climate. 'Chap Stick', America's No. 1 lip balm, is specially formulated, antiseptic and convenient to use in its new swivel case. Buy 'Chap Stick' today—it's personalized, individually marked for every one in your home.

ONLY 35¢ NO U.S. TAX



Makes your lips feel great!

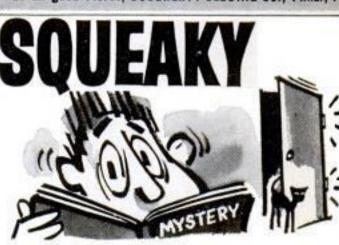


the soundest sleep name is America's oldest!

Dougherty

bedding with a 10 YEAR GUARANTEE!

*Over 100 years
at all good stores, DOUGHERTY BEDDING CO., Phila., Pa.



HINGES? QUICK! Hush 'em up with handy 3-IN-ONE OIL. Just a

drop or two and away go squeaks. Dozens of other uses.

3-IN-ONE OIL

PEGULAR - OIL SPRAY - ELECTRIC MOTOR



If you still get a thrill from a car and a road—we build our cars for you. Our new engines have more snap than ever and the exclusive Torsion-Aire suspension (at no extra cost) makes them handle and corner like a sportscar. Again—you get the good things first from Chrysler Corporation.

Cars that can do what they look like they can do



Built for the 1 man in 4 who wants a little bit more. The quality Cars of The *Forward* Look from Chrysler Corporation . . . A drive will bring out the difference great engineering makes.

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL

Her world used to stop at the station



Between meeting my husband's train, shuttling the kids around town and all the other "transporting" I do, I always seemed to be taking someone somewhere but never going anywhere myself. That is, until I started reading LIFE regularly.

LIFE is my ticket to the whole world—to all the places where news is made: a crisis in Berlin or a submarine under the North Pole . . . a fashion showing in Paris or a ball game in New York.

But LIFE and its pictures do more than take me places. LIFE takes me to the hearts of people, too... especially of people who make the news. And LIFE does it so eloquently that their joys and sorrows become, for a moment, my own. That's why I love LIFE every week. I think you'll enjoy it, too.

How LIFE widens your family's world.

You've read through this issue. You've seen exciting news events and met unusual people—through LIFE's unique news-gathering facilities. They cover the earth, extend out into space and deep into the heart of our planet. LIFE's famed photo-journalists bring you a balanced picture of the whole wonderful world we live in, week after week, in pictures and words that often make news themselves.

Be sure to get the most out of LIFE!

If you're not now a subscriber, have LIFE delivered to your home every week at the special rate of only \$4.97 for 37 weeks.

And if you already subscribe to LIFE, renew your subscription at the special price of \$6.00 for 52 weeks...less than half the regular newsstand price.

Just fill in the attached card now and mail it to LIFE. Send no money; we'll bill you later.







There's a man-size feeling of power in smoking a cigar. Because cigars give you a psychological lift along with flavor and satisfaction. Yet you needn't inhale to enjoy them . . . and no other pleasure so great costs so little. Try a few cigars today and . . . Get that good <u>cigar</u> feeling!

CIGAR INSTITUTE OF AMERICA, INC.

GREETING THE GUESTS, 11-year-old Nicko (in striped coat) quickly collects their coats and deftly

snatches a cap off Mark Malamud, one of his young charges, who was in too much of a hurry to stop.

Party-giving Pro at 11

Nicko Goldburg of Scarsdale, N.Y. is only 11 but he knows a business opportunity when he sees one. All children, he realized, love birthday parties. Nearly all mothers, faced with earsplitting shouts, haggling over favors and spilled ice cream, dread them. So Nicko set himself up as a party-giving service, passed out some advertisements about himself in a local supermarket and waited for business. It came quickly and Nicko has conducted a dozen birthday parties much like the one shown here for 7-year-old Richard Slote.

Nicko arrived at the Slote house an hour early to put up balloons in the playroom. When the guests started coming, he greeted and de-coated them, then served cake, led games, put on a ventriloquist act and arbitrated disputes—all while Mrs. Slote chatted with other mothers upstairs. For Mrs. Slote it was the most enjoyable party she ever gave. "The best part," said Nicko, "is the end when I get my four dollars."

IN PLAYROOM NICKO SERVES MILK TO THE DOZEN GUESTS, GETTING THEM TO SIT DOWN WAS A MAJOR EFFORT BUT HE DID NOT HAVE TO URGE THEM TO EAT





NICKO LEADS A GAME OF "SIMON SAYS" IN WHICH THE CHILDREN IMITATE HIS ACTIONS. WHEN THEY GOT TOO NOISY, HE STARTED A WHISPERING GAME



PUTTING ON ACT, Nicko does ventriloquist bit with dummy he bought with his profits. Behind him (center) is Richie Slote for whom party was given.

CLEANING UP (right) is Nicko's final service. Before guests left, he passed out mimeographed advertisements about himself for them to take home.



BIRTHDAY CAKE is passed to Nicko by Mrs. Slote. Preparing the guest list and the food are the only party activities that Nicko will not undertake.





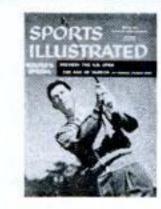
... and the most rewarding sports reading you've ever seen.

Mail this special coupon today—and SPORTS ILLUSTRATED will come to your door all spring and summer long with the eventful, exciting story of every sporting week.

It's a season—and a story—that brings you big league baseball and big time tennis, the Kentucky Derby and the U.S. Open, Patterson vs. Johansson and the Masters and the All-Star Game—a season of action and color that will make wonderful reading every week.

Isn't it, then, a perfect season to start reading SPORTS ILLUSTRATED? You'll enjoy special Previews and unique word-and-picture Reviews of all the major events ... tips on vacations and travel ... and a wealth of information in Cards, Food and SI's special sports "lessons." And you'll discover the finest writing and photography ever devoted to sport and outdoors.

Try SPORTS ILLUSTRATED now, won't you? It's right for everyone who likes sport and enjoys good reading. And it's one magazine the entire family can look forward to-and will, if you mail the coupon today.



America's National Sports Weekly

540 North Michigan Avenue, Chicago 11, Illinois

Please send me 23 weeks of SPORTS ILLUSTRATED at a Special Introductory Rate of \$1.97—and bill me later.

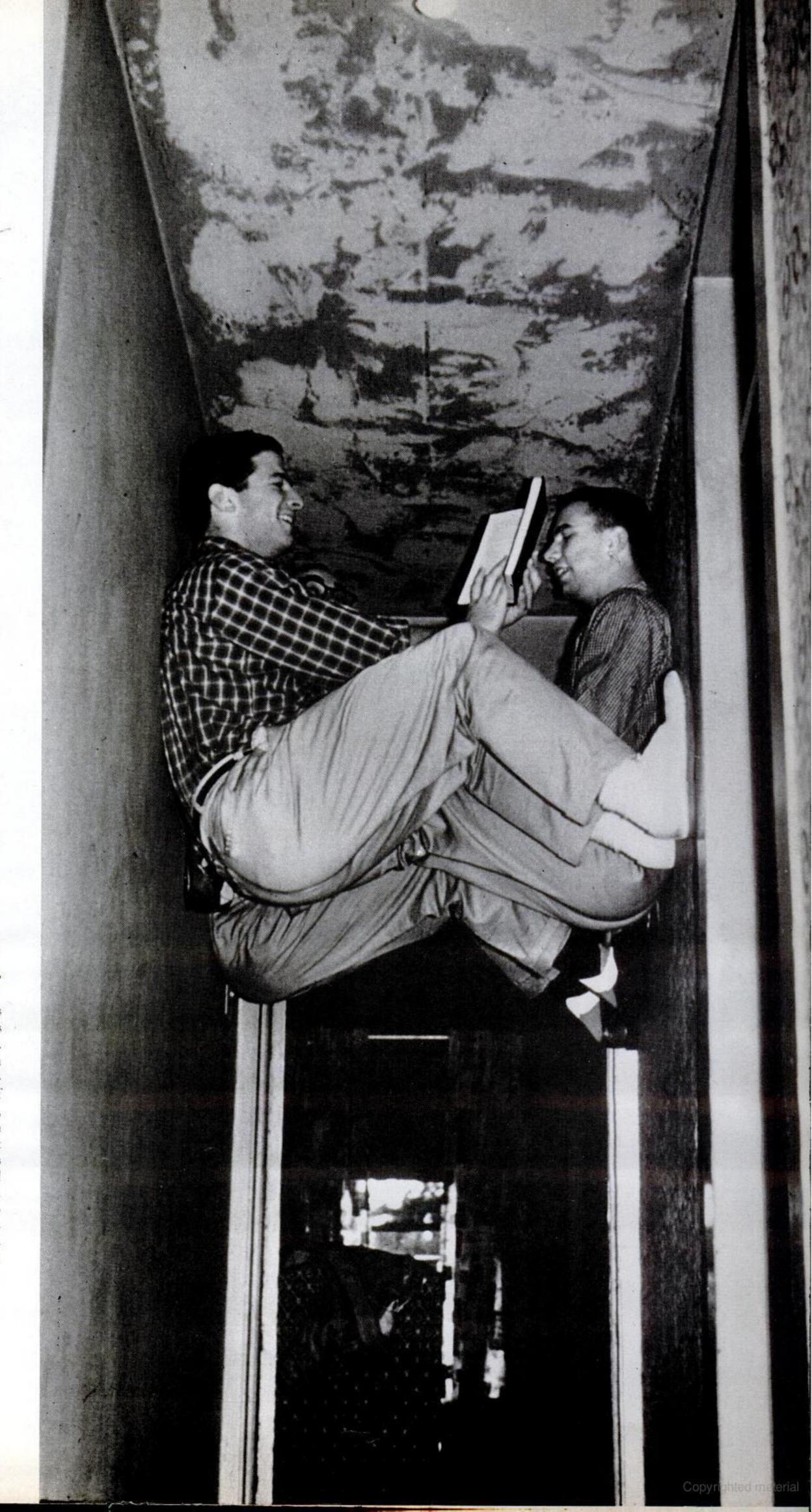
(PROD			
ame			
20			

Mail promptly if you want your subscription to include such early dividends as SI's annual All-Baseball Issue ... Masters Golf Preview ... Kentucky Derby Preview ... and a new how-to golf series, "A Round of Golf with Tommy Armour." Offer good only in continental U. S. and Canada.

S-9819

THE SEAT OF HIGHER LEARNING

For no reason at all, college students work their way into unlikely places and positions to do their studying. But three University of California medical students took these perilous study perches for the sake of more comfort. Lester Klein (left), Robert Rubin (right) and William Shapiro (rear) rented an apartment in San Francisco with small rooms and inadequate heat. They found the warmest place to study was at the very top of the tiny hall. So they wedged themselves tightly between the walls and, for brief periods of 10 minutes at a time, did some cramped cramming for exams.





Here are highballs as they should be—sparkling and zestful, rich in bourbon flavor, appetizing in aroma!

On the left is world-famous 100 proof bottled in bond Old Taylor—deep and honest in the true taste of Kentucky bourbon.

Straight from

KENTUCKY

—a truly American whiskey

The other? Delightfully milder in 86 proof, it's the same in quality—surpassing in satisfaction, for all its gentle character.

What a new pleasure you'll find in Old Taylor 86—lightest full-flavored bourbon money can buy! Try it.

OLD TAYLOR

"The Noblest Bourbon of Them All"



KENTUCKY STRAIGHT BOURBON WHISKIES . 100 PROOF, BOTTLED IN BOND . 86 PROOF . THE OLD TAYLOR DISTILLERY COMPANY, FRANKFORT & LOUISVILLE, KENTUCKY . DISTRIBUTED BY NATIONAL DISTILLERS PRODUCTS COMPANY

A PURE WHITE FILTER IS ONLY THE BEGINNING OF A WINSTON

Its whats up front that counts!

The big difference is

FILTER-BLEND

clear, rich tobaccos specially processed for filter smoking!

There's nothing wishy-washy about Winston. For up front of its modern, pure white filter is America's best-liked secret—
FILTER-BLEND. That's what gives Winston its famous flavor. (And who wants to miss flavor? After all, that's the whole idea of smoking!)

FILTER-BLEND means exceptionally fine, mild tobaccos specially processed for filter smoking. FILTER-BLEND is the real difference between Winston and all other filter cigarettes.





Winston tastes good

like a cigarette should!